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**REVIEW OF SOCIO-ECONOMIC
PERSPECTIVES-RSEP
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7th RSEP International Social Sciences
Conference**

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**CONFERENCE
PROCEEDINGS**

Abstracts & Full Papers

Editors

Assoc. Prof. M. Veysel Kaya
Dr. Patrycja Chodnicka Jaworska

NOVOTEL Amsterdam Schipol

1-4 May 2018
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KEYNOTE SPEAKERS

Dr. Konrad Gunesch
American University in the Emirates

Dr. Farzaneh Soleimani Zoghi
SRH Hochschule Berlin, Germany

“Special thanks to keynote speakers”

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Does Inter- Firm Trust Matter in Strategic Alliances? Examining the Effect of Inter-Firm Trust on Performance

Dr. Farzaneh Soleimani Zoghi
SRH Hochschule Berlin, Germany

Abstract

Researchers believe that trust is a key element in cooperative relationships. Trust decrease concerns about opportunistic behavior, integrate the partners better and reduce formal contracting. The model represented in this study suggests that trust is positively associated with improved supply chain performance. The model has been tested using data from 135 questionnaire sent to the directors and key managers of different companies in Turkey. For the purpose of this study, scales for measuring supply chain performance and inter-firm trust have been adopted thorough literature review. Statistical analysis support hypothesis and results confirm the significant relationship between inter-firm trust and supply chain performance.

Key words: Inter-Firm Trust, Strategic Alliances, Supply Chain Performance

Buyer's Remedies under United Nations Convention on Contract for the International Sale of Goods

Omer Faruk Celik

*Research Assistant, Civil Law Department, Fatih Sultan Mehmet Vakıf University,
Istanbul-Turkey, ofcelik@fsm.edu.tr*

Abstract

Many efforts have been made to unify legal regulations at the international level since the beginning of the 20th century. The main purpose is to ensure application of a unified law in different nations. One of the most important consequences of the unification efforts in the field of private law is “*United Nations Convention on Contract for the International Sale of Goods*”(hereinafter referred to as CISG), which was adopted on April 11, 1980 and entered into force on January 1, 1988. The terms of international sales contract, rights and obligations of seller and buyer are regulated by CISG. As a sine qua non, breach of a contract, impairs the benefits that buyer expects from contract, is regulated by CISG as well. Therefore, CISG provides a number of legal remedies in favor of buyer to eliminate this adverse situation. The remedies described in between articles 45-52 of CISG include request for specific performance (*primärer Erfüllungsanspruch and Nacherfüllungsanspruch*), reduction of sale price and declaration for avoidance of contract. In addition to these rights, buyer may also claim for damages. This article provides an analysis of buyer's remedies. In this regard, scope of application of CISG, obligations of the seller, conformity of the goods and the term of breach of contract will be also examined. In order to reflect the theoretical and practical situation, articles, monographs and judicial decisions given in member states will be utilized.

Keywords: CISG, seller's obligations, breach of contract, buyer's remedies.

JEL Classification: K12, K13, K33

1. Introduction

Sale contract is the central point of international trade transactions. The discrepancy between legal systems in different states causes difficulties to the development of international trade¹. This discrepancy creates uncertainties that are difficult to overcome in terms of merchants dealing with international trade. It becomes difficult to predict how a possible international dispute will be resolved. In this respect, international sales law has a special importance in the process of harmonization of private law. The studies conducted in this area basically have two purposes. Firstly, these studies aimed to follow a process to change national laws in order to harmonize them with each other. Secondly and most importantly, these studies aimed at adopting a common legal text by states (unification)². For this reason, the fact that international trade can be processed more smoothly depends on the uniformity or at least the harmonization of the arrangements in this respect of incompatible legal systems in different states. CISG is one of the most successful products of the unification of private law. CISG has entered into force in ten states in 1.1.1988. The number of member states have increased and reached close to 89³ in recent years. It has become one of the world's most widely accepted international treaties. In this regard, CISG is much more successful than most other international agreements⁴. Karollus interprets CISG as the Magna Carta of international trade⁵. CISG provides a united regime for international sale contracts.

CISG regulates the obligations and rights of the seller and the buyer. The buyer has remedies in case of a breach of sale contract by seller. The buyer may require the performance (*primärer Erfüllungsanspruch and Nacherfüllungsanspruch*) of the contract, right to reduce the price, right to declare the avoidance of the contract and right to claim damages. This study gives a general view of the buyer's remedies under CISG. It starts with an overview about scope of CISG. Later it proceeds with the seller's obligations and the term of "*a breach of contract*". Lastly, type of remedies will be examined. Hopefully, this study may contribute to buyers' awareness about the legal remedies constructed in CISG.

¹ Ferrari, (1994-1995), pp. 183-185.

² Schlechtriem and Butler, (2009), p. 2.

³ An overview of the contracting states can be found at http://www.uncitral.org/uncitral/en/uncitral_texts/sale_goods/1980CISG_status.html (Access: March 9th, 2018)

⁴ Lookofsky, (2000), p. 18.

⁵ Karollous, (1995), p. 30.

2. Scope of CISG

CISG is executable if there is a sale contract of goods between two parties who located in different member states⁶. Sale contract is one of the most basic contracts of legal order⁷. The rules related to the sale law become essential for other areas of private law over time. Article 1 of CISG refers to contract of sale. Notwithstanding, there has been no attempt to make a description or description of the "contract of sale" in the text of CISG. However, in the doctrine, the definitions of sale contract made by taking into account the actions and obligations of the provisions of the CISG for the parties of the contract are in harmony with each other. According to the CISG provisions, it is a contract that the seller is obliged to deliver the goods, to give documents related to the goods and to pass the ownership of the goods and the buyer is obliged to pay the sale price and the delivery of the goods⁸.

Article 2 of CISG regulates the sales contracts which are outside of the scope of CISG. According to this provision; consumer sales, auction sales, sales on execution or otherwise by authority of law are excluded⁹. Exclusion of consumer sales has an importance at this point. Consumer sale is defined by article 2 of CISG: "*sale of goods bought for personal, family or household use, unless the seller, at any time before or at the conclusion of the contract, neither knew nor ought to have known that the goods were bought for any such use*". CISG describes the consumer sale solely on the basis of the buyer's intended use of the goods¹⁰. The intention of the buyer at the moment the contract is established is taken into consideration. If the buyer has an intention which is described in article 2, this intention turns the current sales contract into a consumer sale. Accordingly, CISG cannot be applied here. Even if the goods are used for other purposes later, it is no longer possible to apply CISG¹¹. For instance, CISG cannot be applicable if someone buys a computer for personal usage. Even if that person uses the computer for office works at a later date, CISG still cannot be applicable.

⁶ Ziegel, (2005), p. 59.

⁷ Kröll, Mistelis and Viscasillas, (2011), para. 27.

⁸ Atamer, (2005), p. 36. Schlechtriem and Schwenzer, (2005), Art. 1 N. 8.

⁹ Jansen, (2014), p. 329.

¹⁰ Atamer, (2005), p. 40. Schroeter, (2005), § 6 N. 87.

¹¹ Schlechtriem and Schwenzer, (2005), Art. 2 N. 8. Atamer, (2005), p. 41. Toker, (2005), p.83.

Fundamentally, the only subject of CISG is the sale of moveable goods¹². Consequently, the sale of immoveable property and intangible goods are not included in the scope of CISG¹³. However, even though it is an intangible property, the sale of the logo was accepted in the scope of CISG in a court decision¹⁴. Article 2 also states that sale of stocks, shares, investment securities, negotiable instruments or money, ships, vessels, hovercrafts or aircrafts, electricity are not included in scope of CISG. The fact that the electricity has been specifically counted, it has caused different views on other energy sources. According to the several authors, CISG is applicable for the sale of other energy sources such as petroleum, natural gas¹⁵.

3. Seller's Obligations and Breach of Contract

3.1. Seller's Obligations

Chapter 2 of third part of CISG is allocated to the seller's obligations and buyer's remedies. Article 30 of CISG counts the primary obligations of the seller. According to this, the seller is obliged to deliver the goods, hand over any documents relating to them and transfer the ownership in the goods, as required by the contract and CISG. The parties are entitled to change the seller's obligations by a clause or a new contract.

3.1.1. Obligation to Deliver

The initial obligation of the seller is to deliver the contractual goods. Delivery obligation has two dimensions: delivery place (article 31) and delivery time (article 33)¹⁶. If the seller wants to fulfill the delivery obligation, these two dimensions have to be performed properly.

¹² OLG Köln (Germany) 26 August 1995. Detailed abstract available at <https://cisgw3.law.pace.edu/cisg/wais/db/cases2/940826g1.html> (Access: March 13th, 2018)

¹³ Ferrari, (1995), p. 65.

¹⁴ OLG Koblenz (Germany) 17 September 1993. Detailed abstract available at <http://www.cisg.law.pace.edu/cisg/wais/db/cases2/930917g1.html> (Access: March 13th, 2018)

¹⁵ Staudinger and Magnus, (2005), Art. 2 No.50. Erdem, Uygulama Alanı, (1989), p. 90 and 104.

¹⁶ Atamer, (2005), p. 134.

3.1.1.1. Place of Delivery

Place of delivery is the place that the seller has to perform his obligation about delivery action¹⁷. The buyer accepts the goods at this place. When determining the place of delivery, the parties' agreement will be considered firstly. If the parties do not have an agreement in this respect, the place of delivery shall be determined in accordance with the habits and customs between them. If the delivery place cannot be determined according to these, article 31 of CISG provision is applied¹⁸. In this respect, article 31 has a complementary law rule character.

Article 31/a of CISG states that, if the sale contract requires carriage of goods, the seller will not be fulfilled the delivery obligation unless the seller does not deliver the goods to the first carrier who delivers the goods to the buyer. Accordingly, the delivery place is the place where the seller delivered the goods to the first carrier for the purpose of delivering the goods to the buyer¹⁹.

If there is not any provisions are provided for place of delivery at the sale contract and the contract does not include the requirement of carriage of goods, the article 31/b-c becomes applicable²⁰. When article 31/b-c provisions are taken into consideration, it is understood that two different place of delivery have been identified. The first is to deliver the goods at the place where the goods are manufactured or manufactured, and the second is to deliver at the seller's workplace. In both cases, at the moment that the buyer receives the goods from these places, the seller is deemed to have fulfilled the delivery obligation at the right place.

3.1.1.2. Time for Delivery

The time for delivery action has a crucial importance to determine the time of performance and the time of demand performance²¹. It also has an importance to determine the time when the seller breached the contract²².

¹⁷ Atamer, (2005), p. 138.

¹⁸ Brand, (2005-2006), p. 182.

¹⁹ Schlechtriem and Butler, (2009), p. 109.

²⁰ Butler, (2007) , Chapter 4, p. 6.

²¹ Atamer, (2005), p. 161.

²² Atamer, (2005), p. 161.

According to article 33/a provision, the seller must deliver the goods on such date which can be determined specifically on the contract. The date may have been concretized by an agreed date; *e.g.* 21st May, 2018. Furthermore, the time of delivery may be determined by reference to the date of an event which will certainly happen (*e.g.* when the first ship arrives). It is also possible to decide a date which is possible to be determined by calculation (*e.g.* 3rd Friday after the new-year)²³.

According to article 33/b provision, the parties may determine a time period instead of specifying a definite date in the contract between them. In this case, the seller must deliver the goods on any date within the period, unless circumstances indicate that the buyer is to choose a date within that period²⁴.

According to article 33/c, if the parties have not made any provision in the contract with regard to the delivery time or if a date cannot be issued regarding the delivery time according to the conditions, the seller must deliver the goods within a reasonable time after the establishment of the contract²⁵. The reasonable time should be determined separately according to each specific event. When determining the reasonable time, it is important to consider whether the buyer's needs are urgent, whether the seller has enough stock in his inventory, and how long the transportation of goods will last²⁶.

3.1.2. Obligation in Regard to Documents

According to article 30 of CISG, one of the obligations of the seller is to deliver the documents related to the sales contract²⁷. Article 34 of CISG has established some aspects of this obligation. It should first be determined whether the seller has any such obligation. If there is not any agreement between the parties or any habits and customs about hand over the documents, it is not possible to say the seller has obligation in regard to delivering documents²⁸.

There is no clarity in CISG as to which documents have to be delivered. The reason for this is each state has a different regulation about the documents which

²³ Erdem, Teslim Borcu, (2005), p. 140.

²⁴ OLG Düsseldorf (Germany) 21 April 2004. Detailed abstract available at <http://cisgw3.law.pace.edu/cases/040421g3.html> (Access: March 15th, 2018)

²⁵ Schlechtriem and Butler, (2009), p. 112. Erdem, Teslim Borcu, (2005), p. 149.

²⁶ Atamer, (2005), p. 163.

²⁷ Schlechtriem and Butler, (2009), p. 107.

²⁸ Atamer, (2005), p. 166. Schlechtriem and Butler, (2009), p. 112. Erdem, Teslim Borcu, (2005), p. 153.

have to be delivered²⁹. Therefore, the documents to be delivered should be evaluated separately in each case. Documents that are particularly important in practice are the documents necessary for the acquisition of the possession of the goods, the documents necessary for importing the goods through customs, the documents for directing the requests against the carrier or the insurer and the instruction manuals necessary for functionality of the goods³⁰.

This obligation must be performed at the right time and place and in the form specified in the contract. According to article 34, the place of delivery of documents is determined by contractual rules. Otherwise, article 9 provision is applied. Determining the place of delivery of documents is contradictory issue in the doctrine if there is not any regulation about place of delivery of documents in contract. According to one opinion, the place of delivery of the documents must be the delivery place of the goods³¹. According to another view, in case of lack of clarity about the place of delivery of documents in the contract, the seller must take a risk over and send the documents to the buyer's workplace or send the documents to the place where the goods will be delivered³².

According to article 34, the time of delivery of documents is determined by contractual rules. Otherwise, article 9 provision is applied. The regulations regarding payment will be decisive about the time of delivery of documents. For example, during the validity period of the letter of credit, the documents have to be given to the correspondent bank³³.

3.1.3. Other Obligations Related to The Delivery of Goods

Except for the seller's primary obligations like delivering the goods and the documents related the goods, the seller may have some other obligations which in parallel with prior obligations. Any breach of the seller's other obligations related to the delivery of goods does not always result in a breach of delivery obligation. The sanction here is generally considered independent of the delivery obligation. However, violation of some other obligations can also be lead to the result that delivery obligation has not occurred.

²⁹ Schlechtriem and Butler, (2009), p. 107. Dayioğlu, (2011), p. 21.

³⁰ Schlechtriem, (1984), Chapter 6, p. 17. Butler, (2007), Chapter 4.

³¹ Staudinger and Magnus, (2005), Art. 34 No. 8.

³² Bamberger, Roth and Saenger, (2003), Art. 34 No. 4.

³³ Kock, (1995), p. 55.

One of the other obligations is controlling, packaging, weighing, counting and marking of goods. The seller may need to weigh, count, measure or make installation the goods under the delivery obligation³⁴.

Another obligation is insuring the goods against the risks about carrying. According to article 32/3, the seller must provide the documents about insuring process to the buyer if the insurance is not going to do by the seller³⁵. As it seen, there is not any provision in CISG about a general obligation of the seller about insuring the goods. Such an obligation can only arise from a contract between the parties or from habits or customs³⁶.

According to article 32/1, the seller has an obligation to inform. According to the provision, if the goods have not been assigned with distinguishing marks, transport documents or otherwise, the seller should inform the buyer that the delivery has started³⁷.

3.1.4. Conformity of Goods

The buyer has a purpose to establish the sale contract. The buyer wants to possess the powers of ownership on the goods. The ownership right provides the right to use (*usus*), to utilize the benefits (*fructus*) and to consume (*abusus*) from on the goods. In order for effectiveness of this purpose, the goods must comply with the specifications which described at sale contract. The seller has an obligation to supply the goods which is complying with the sale contract. The goods must be suitable to meet the buyer's satisfaction and expectation from those goods³⁸.

The obligation of delivering goods which is conformity with contract is regulated with provisions between articles 35-40. CISG system does not have a separate regime for liability for defects. According to CISG, liability of defects is a part of general liability for the non-performance of a contractual duty³⁹. In

³⁴ Atamer, (2005), p. 170-171. Dayioğlu, (2011), p. 22.

³⁵ Atamer, (2005), p. 174.

³⁶ Dayioğlu, (2011), p. 23-24.

³⁷ Butler, (2007), Chapter 4, p.7.

³⁸ Butler, (2007), Chapter 4, p.11.

³⁹ Switzerland 27 January 2004. District Court Schaffhausen. (Model locomotives case). Detailed abstract available at <http://cisgw3.law.pace.edu/cases/040127s1.html> (Access: March 16th, 2018)

addition to that, in CISG system, there is not any difference between liability for defects and *aliud*. Both liabilities create non-conformity⁴⁰.

3.1.4.1. Conformity of the Goods on Contract According to Sale Contract

According to article 37/1 of CISG, the sale contract must first be considered when determining if there is a lack of conformity about goods. The features about goods like the quantity (or weight), the quality, the description, and the packaging of the goods are taken into account when evaluating the conformity. If there is a consensus in sale contract about those kinds of specifications, the goods must comply with the consensus.

3.1.4.2. Conformity of the Goods on Contract According to CISG

Article 35/2 of CISG defines the requirement in regard to conformity of the goods if the parties did not agree otherwise. Accordingly, there are four criteria in order to be able to refer to the existence of conformity of the goods on contract. Firstly, the goods must be appropriate for the purpose of ordinary use to which goods of the same species are routinely allocated. Secondly, the goods must be appropriate for the particular use intended by the buyer. The goods must have the quality of the merchandise offered by the seller as an example or model. Lastly, it must be packaged as usual for the similar species.

3.2. Breach of Contract

Unlike some legal systems in Europe⁴¹, no distinction has been made as to the reasons for the breach of contract in the CISG system. All types of violations of the contract are part of the *breach of contract* concept⁴². It is possible to base this opinion on article 45/1 of CISG.

According to CISG, the buyer has a number of remedies in case of a breach of contract by the seller. The remedies described in between articles 45-52 of CISG include request for specific performance (*repair or substitute goods*), reduction of sale price and declaration for avoidance of contract. In addition to these rights, buyer may also claim compensation for damages (article 74-77).

⁴⁰ Schlechtriem and Schwenzer, (2005), Art. 35 N. 10. Atamer, (2005), p. 181-183.

⁴¹ F.i. Swiss and Turkish Law systems has different types of breaches such as *aliud*, subjective/objective subjective impracticability.

⁴² Atamer, (2005), p. 281-289. Dayioğlu, (2011), p. 26.

In determining which remedy is to be exercised by the buyer, the criterion of “fundamental breach” has a significant importance. Accordingly, the buyer can only apply for delivery of substitute goods or declaration for avoidance of contract if the contract has been breached fundamentally by the seller⁴³. Fundamental breach does not need in order to apply the other remedies.

In CISG system, the buyer doesn't need the seller's fault for using the remedies. Even though the seller has not got fault, the buyer can claim the remedies⁴⁴. The CISG, which foresees liability without fault for the seller's responsibility, has been influenced by the *common law* system in this point.

3.2.1. Concept of Fundamental Breach of Contract

“*Breach of contract*” means a party's non-performance of an obligation which is prescribed in sale contract or CISG⁴⁵. However, “fundamental breach” is a indistinct concept as stated in the doctrine⁴⁶ and in some judicial decisions⁴⁷. For this reason, in order to understand the concept of “*fundamental breach*”, the elements constituting it must be examined.

3.2.2. Conditions for the Existence of a Fundamental Breach of Contract

The first and most important condition of fundamental breach is that the seller has to violate an obligation which is arising from the sale contract, CISG or custom⁴⁸.

The second condition for the existence of a fundamental breach is the fact that the violation has resulted in a negation resulting in the buyer's substantial deprivation (*substantial detriment*) of a benefit that may reasonably expecting from the contract (*contractual expectation*)⁴⁹.

⁴³ Graffi, (2003), p. 338.

⁴⁴ Basazinew, (2017), p. 7.

⁴⁵ Butler, (2007), Chapter 6, p. 1.

⁴⁶ Pauly, (2000), p. 19.

⁴⁷ Italy, 25 September 2004, Tribunale (District Court) di Padova. Detailed abstract available at

<http://cisgw3.law.pace.edu/cases/040225i3.html> (Access: March 17th, 2018)

⁴⁸ Dayioğlu, (2011), p. 31.

⁴⁹ Graffi, (2003), pp. 339-340.

Finally, the fundamental breach that causes a substantial deprivation of the interest of the buyer must be foreseeable by the seller or by a reasonable person within the same circumstances. Otherwise, the breach will not be a fundamental.

4. Buyer's Remedies under CISG

The buyer is entitled to three remedies if the seller fails to fulfill any of his obligations arising from the sale contract or from the complementary provisions of the CISG. Accordingly, the buyer may claim specific performance (article 46) or a reduction of the sale price (article 50) or declaration for avoidance of contract (article 49). The buyer may request the delivery of substitute goods (Article 46/2) or the repair of the goods (Article 46/3). In addition to all these optional rights, the buyer has the right to claim for damages (article 74-77).

4.1. *Nachfrist* Notice

In the event of a breach of the contract pursuant to article 45/3 of CISG, the court or referee cannot grant any additional time to the seller. However, according to article 47/1 of CISG, the buyer may always be able to give such extra time to the seller⁵⁰. Though, the buyer does not have to give such additional time. Therefore, if the buyer does not give additional time to the seller, it is possible to claim one of the remedies.

It is often accepted in the doctrine that the delivery obligation of the seller must default in contract for the buyer to be able to give additional time⁵¹. The buyer has to send a notice to the seller about giving additional time to perform the obligation. There is no a certain form requirement (such as written form requirement) about this notice. However, the duration of additional time must be certain or determinable. The additional time to be provided by the buyer must be reasonable. What should be understood by reasonable time is depend on the concrete case and will be determined by the judge. In the event that the additional time gave by the buyer is unreasonable, the results connected to the article 47 of CISG will be applied after the end of the reasonable time.

According to article 47 of CISG, the buyer cannot be able to use the remedies within this additional time period. On the other hand, according to the CISG, the buyer may claim from the seller that the damages suffered due to delayed performance. The buyer cannot use the remedies if the seller fulfills the

⁵⁰ Atamer, (2005), p. 334.

⁵¹ Staudinger and Magnus, (2005), Art. 47 No.14. Atamer, (2005), p. 337.

obligations within the additional period. However, if the seller does not fulfill the obligations within the given time, the buyer will be able to use the remedies.

4.2. Specific Performance

In case of breach of the contract by the seller in the CISG system, the first remedy granted to the buyer is the right to claim performance according to article 46. Accordingly, in case of a breach of contract, the buyer may request from the seller to fulfill his obligations. Thus, it is seen that CISG adopts *pacta sunt servanda* principle, which is one of the basic principles of contract law. It is also noteworthy that CISG has taken a different path from the *common law* system based on compensation in the event of a breach of contract.

The CISG regulates specific performance claim in two different ways. Firstly, according to article 46/1, if the seller does not perform the obligations, the buyer may request performance from the seller of the obligations. Secondly, if the seller performed the obligations but the delivered goods are not complying with the specifications described in sale contract or provisions of CISG, the buyer may demand delivery of substitute goods or reparation.

4.2.1. Article 46/1 of CISG (*primärer Erfüllungsanspruch*)

In accordance with the general principle adopted in accordance with the article 46/1 of CISG, the buyer will be able to insist on the specific performance in the event of non-performance by the seller. In this scope, the buyer may request the delivery of the goods and / or the delivery of the documents related to the goods⁵². In order for specific performance to be applicable, it is imperative that the seller does failure of performance. If the delivered goods are defective, the buyer may apply the right to claim the repair of the goods or the replacement of the goods with the new ones.

Although it is not clearly regulated in the CISG text, it is accepted by some authors in the doctrine that specific performance cannot be demanded in case of impracticability⁵³. For instance, if the repair is impossible, the buyer cannot persist for this remedy because of impractical character of reparation in this case. Another limitation of demanding specific performance is article 28 of CISG. According to article 28, if the buyer requests the specific performance, the court will only accept this request if the court can only exercise the same in terms of

⁵² Kastely, A. H., (1988), p. 612.

⁵³ Kastely, A. H., (1988), p. 619.

similar sales contracts according to its own law (forum law). With this arrangement, the destiny of the specific performance claim has been abandoned to the law of the forum country⁵⁴.

4.2.2. Article 46/2-3 (*Nacherfüllungsanspruch*)

4.2.2.1. Delivery of Substitute Goods

Delivery of substitute goods means that the seller delivers a new good instead of the non-conforming goods⁵⁵. If the delivered goods do not conform to the contract and this breach constitutes a “*fundamental breach*” within the meaning of article 25, the buyer may require the delivery of substitute goods. In this context, article 46/2 of CISG will find the application area in case of defective performance or *aliud* performance. The seller must give non-defective substitute goods to the buyer. In return for this, the buyer must give back the delivered defective goods.

If the contravention of the contract does not constitute a fundamental breach, the buyer cannot require to delivery of substitute goods. The buyer may only claim repair of the goods or reduce the sales price.

Additionally, article 46/2 of CISG requires a notice about non-conformity to the seller in accordance with article 39. The request of delivery of substitute goods should be done within a reasonable time period⁵⁶.

The delivery of substitute goods has to be performed at the place that their non-conformity is discovered⁵⁷. The seller must cover all costs related to the substitute goods’ delivery.

The application of article 46/2 of CISG in relation to unique goods or second-hand goods can be problematic. It may be impossible to find a new one of the sold item in some cases⁵⁸. On the contrary, exercising the right to require delivery of substitute goods is more easily exercised in relation to genus goods

⁵⁴ Atamer, (2005), p. 370.

⁵⁵ Poland, 11 May 2007, Supreme Court of Poland. Detailed abstract available at <http://cisgw3.law.pace.edu/cases/070511p1.html> (Access: March 18th, 2018)

⁵⁶ Agapiou, (2016), p. 70.

⁵⁷ Agapiou, (2016), p. 67.

⁵⁸ Müller-Chen, (2010), p. 710-711.

rather than unique goods. For instance, if a defective drone is sold, the seller may supply a new one to give it the buyer unless the drone is not unique.

If the substitute goods which delivered to the buyer are also non-conforming, the buyer have right to claim the other remedies. This opportunity of buyer demonstrates that *ius variandi* is possible among the remedies.

4.2.2.2. Reparation

The buyer may demand reparation according to article 46/3 of CISG. Firstly, the delivered goods should not conform to the contract under the standards of article 35 of CISG. Second condition of reparation is that the non-conforming goods have to be objectively repairable. If the goods are not repairable, the buyer cannot use the right of repair.

Choosing of reparation must be reasonable in light of all the circumstances⁵⁹. If the buyer can easily repair the goods, requesting reparation would be unreasonable⁶⁰. The buyer should repair by itself. However, the seller is still responsible for the costs of reparation. The buyer also must send a timely notice about reparation request.

Repair is effective if the buyer has the opportunity to use the goods as agreed. If the repaired goods have another defect later, the buyer may apply other remedies. In order to use other remedies, the buyer must send a notice to the seller about new defects.

If the seller resists to not repairing the defective goods, the buyer will be able to lead a third person to repair the delivered goods. The expenses arising from this procedure will be covered by the seller⁶¹.

4.3.Reduction of Sale Price

Under article 50 of CISG, the buyer has the right to demand a reduction of sale price⁶² if the delivered goods are not comply with the sale contract or CISG provisions. The intention of the right of reduction of sale price is to establish a

⁵⁹ Bacher, (2008), p. 6.

⁶⁰ UNCITRAL Digest of case law on the United Nations Convention on the International Sale of Goods, Article 46, point 18.

⁶¹ Dayioğlu, (2011), p. 46.

⁶² The right of reduction of sale price is based on the *actio quanti minoris* claim in Roman law.

balance between the price agreed upon with the contract and the actual value of the defective goods received by the buyer. This right does not serve to compensate for the damages suffered by the buyer. These damages can be demanded by a separate claim.

In order to be able to claim the reduction of sale price, the first condition is the delivered goods must not be complying with the contract or CISG provisions⁶³. The actual non-conformity (defect) must be related to the goods itself. There must be a breach because of the non-functionality of the goods. Therefore, undoubtedly, in the case of late delivery, the reduction of sale price cannot be demanded⁶⁴.

In order for the buyer to be entitled to the right of reduction of the sale price, the notice of breach of contract must be sent to the seller within the period. Otherwise the buyer cannot ask for a reduction. On the other hand, if there is a reasonable excuse that causes the delay of notice, the buyer shall still have the right to demand the reduction of the sale price according to article 44 of CISG. Finally, the dispute resolution (*second service chance/second tender/right to cure*) specified in article 37 and 48 of CISG should not be used in order to be able to claim the reduction of sale price. If the seller proposes to repair or deliver the substitute the goods in accordance with the provisions of the aforementioned articles and uses the second service chance, the buyer shall not be able to claim the reduction of sale price.

As clearly understood from article 50 of CISG provision, the payment or non-payment of the sales price does not prevent the right of reduction. According to article 50, if the buyer has not paid the selling price, the seller will pay the reduced amount. If the buyer has paid the sale price, the discount amount shall be repaid to the buyer⁶⁵.

According to article 50 of CISG, while reduction rate is being calculated, the value of the delivered defective goods and the value of non-defective goods (stipulated price) are taken into consideration. A mathematical formula may help. The relation of the stipulated to the reduced prices equals the relation of the

⁶³ Dayioğlu, (2011), p. 47.

⁶⁴ Honnold, (2009), § 313-1.

⁶⁵ Atamer, p. 393.

market values of defective and non-defective goods⁶⁶. In this respect *Will* suggest the following formula⁶⁷:

$$\frac{\text{stipulated price}}{\text{reduced price}} = \frac{\text{value of conforming goods}}{\text{value of non-conforming goods}}$$

and consequently:

$$\frac{\text{reduced price}}{\text{value of conforming good}} = \frac{\text{value of non-conforming goods X stipulated price}}{\text{value of conforming good}}$$

4.4. Declaration for Avoidance of Contract

Because of the character and effect of this right, it has been said that ‘the hardest sword that a party to a sales contract can draw if the other party has breached the contract.’⁶⁸ According to article 49 of CISG, if the seller fails to perform any of the obligations under the CISG or the contractual obligation and this creates a fundamental breach, or if the seller fails to deliver the goods within the period in comply with article 47/1 (*nachfrist*), or has declared that he will not deliver the goods within the time limit, the buyer may declare the sale contract avoided. Avoidance of contract is also known as cancellation/termination of the contract⁶⁹.

Declaration for avoidance of contract is *ultimum remedium*. This right of the buyer comes to existence when the buyer can no longer be expected to maintain the sale contract. In other words, avoidance of contract may only exist if there is a fundamental breach⁷⁰ of contract. Such a restriction aims primarily to ensure that the contract is maintained and executed in the event of a non-fundamental, minor breach⁷¹. CISG’s pro-contractual spirit (*favor contractus*) has a connection with this limitation.

Even if there is not a fundamental breach, the buyer shall have the right to declare avoidance of contract if the seller does not fulfill the obligations in

⁶⁶ Liu, (2005), Art. 5-1.

⁶⁷ Will, (1978), n. 3; pp. 371-372.

⁶⁸ Magnus, (2005-06), p. 423. Agapiou, (2016), p. 131.

⁶⁹ Basazinew, (2017), p. 12.

⁷⁰ Quod vide 3.2.1. and 3.2.2.

⁷¹ Magnus, (2005-06), p. 423.

additional time (*nachfrist*) recognized in accordance with article 47/1 of CISG⁷². The same conclusion will be reached if the seller declares that the obligations will not be performed within the additional time (*nachfrist*). In such a case the burden of proof about a fundamental breach does not lie on the buyer⁷³.

CISG does not allow the contract to terminate automatically. According to article 26 of CISG, the buyer who wants to declare avoidance of contract must send a declaration. The declaration of avoidance of contract is not subject to a form. The declaration can be made in every form. Even declaration that has been made verbally is valid⁷⁴. This declaration is not required to reach the seller in order for avoidance declaration to be made properly. According to most writers in its doctrine, this declaration must be reached by the seller in order for the declaration of avoidance to be effective⁷⁵.

The buyer will be able to declare avoidance within a reasonable period of time from the date on which the buyer knew or should know the fundamental breach in accordance with article 49/2-b of CISG. The reasonable time will be determined according to the conditions of concrete case.

With the buyer's declaration of avoidance of contract, the contract is terminated. Upon termination of the contract, according to article 81/1 CISG the parties shall be free from their obligations⁷⁶. However, the compensation liability of the seller in is exempted. Even if the contract terminates, the buyer do not lose the right to claim compensation.

In accordance with article 81/2 of CISG, the parties are obliged to return the executions they have performed wholly or in part in case of the termination of the contract. Accordingly, the seller must repay the paid part of sale price to the buyer. In response to this, the buyer must give back the delivered goods, documents and everything else to the seller⁷⁷.

4.5. Compensation

The right of the buyer to claim compensation is regulated between article 74 and 77 of CISG. The compensation claim has not been regulated in terms of the

⁷² Dayioğlu, (2011), p. 52.

⁷³ Honnold, (2009), § 305.

⁷⁴ Magnus, (2005-06), p. 425.

⁷⁵ Honnold, (2009), § 189. Magnus, (2005-06), p. 425. Atamer, pp. 402-403.

⁷⁶ Dayioğlu, (2011), p. 55.

⁷⁷ Dayioğlu, (2011), p. 56.

CISG as an elective right of the buyer. In other words, the claim of compensation by the buyer does not preclude him from choosing one of the other remedies. The buyer may also claim compensation with one of the other remedies.

The liability of compensation in CISG is regulated as strict liability. A breach of contract by the seller is sufficient to be able to claim compensation from the seller within the scope of CISG. As a principle, the seller cannot be relieved of responsibility even by proving that there is not any fault about breaching the contract. However, according to article 79/5 of CISG, there is no obligation to compensate the seller for any damages that may be incurred by the seller in the event of an unforeseeable or unpreventable hindrance. For instance, if the delayed delivery of goods is caused by a strike; the seller does not have to pay compensation for this delay⁷⁸.

In addition, article 74 of CISG states that: "*Damages for breach of contract by one party consist of a sum equal to the loss, including loss of profit, suffered by the other party as a consequence of the breach*". As it is understood, the right to claim damages in CISG is based on the assumption that all damages of the loss should be compensated. As a consequence of this, damages claimed under CISG are not subject to distinctions such as "positive-negative" or "indirect-direct". CISG is aimed to compensate for all damages.

5. Conclusion

The sale contract is an agreement whereby the seller is obliged to transfer the property of goods to the buyer and the buyer is obliged to pay the sale price to the seller. The buyer expects benefits from the goods. This expectation originates when the sale contract is drawn up. If the seller does not fulfill the obligations, aforementioned expectation is damaged. The remedies which explicated in this article have been granted to eliminate this damage and to gain this expectation again.

The remedies described in between articles 45-52 of CISG include request for specific performance (*primärer Erfüllungsanspruch and Nacherfüllungsanspruch*), reduction of sale price and declaration for avoidance of contract. Another right of the buyer is claim compensation for damages. These remedies are tried to scrutinize in this article.

⁷⁸ Atamer, pp. 475.

CISG is a synthesis of *common law* and *civil law* systems and is affected by both legal systems. Therefore, it is possible to see the effects of different systems. The main remedy of civil law system is specific performance. However, in common law systems, compensation claim is the main remedy. CISG tries to combine these differences. Although this combining effort causes difficulties in practice, this cannot change the fact that the CISG is a successful international convention about the remedies of the buyer.

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The Impact of Sustainability Reporting on Organisational Performance: The Malaysia Experience

Emmanuel Abiodun Ogundare

FTMS College, KL, Malaysia

Emmanuel@ftms.edu.my

Abstract

The objective of this paper is to examine the impact of sustainability reporting on organisational performance. The main focus is whether embedding sustainability reporting culture into organisational activities can impact significantly on such an organisation's performance. This paper widely used range of secondary data. The selected companies have been listed for the last ten years or more on Bursa Malaysia and they cut across major sectors of Malaysian economy. The companies are divided into three groups. Group A is termed "full disclosure" - companies with a distinctive-identifiable stand-alone sustainability reports. Group B is termed "partial disclosure" - companies having their sustainability reporting included in the annual reports with minimum of five pages. Group C is termed "no-disclosure" - companies with neither stand-alone sustainability reports nor inclusion in the annual reports. Performance is defined as greater returns to shareholders tested by the volatilities in share prices on a daily basis and profits/losses attributable to the ordinary equity holders of the parents on a quarterly basis. Twenty-four sample tests were conducted comprising eighteen Paired Sample T-Tests and six Independent Sample T-Tests. Results show slight relationship between sustainability reporting and low volatility in share prices but no relationship with profits volatility. This paper attempts to find a common ground between some research works that have been able to prove that sustainability reporting is a fad with no measurable relationship with organisation's performance and those that have successfully aligned sustainability reporting with performance usually in the area of stock volatilities. This researcher intends to further investigate the best yardstick to link sustainability reporting with performance by exploring an empirical formula that can be used to adjust for other variables that affect performance in order to narrow down performance to only sustainability reporting. This paper did not only focus on organisations who have embedded sustainability reporting culture into their business activities but also those who with no history of sustainability reporting. As far as I'm aware, this paper is the first to do so.

Key words: Sustainability, Triple Bottom Line, Share Price Volatility, Global Reporting Initiatives, MERSA

1. Introduction

This purpose of this paper is to evaluate the impact of sustainability reporting on the performance of the **thirty** strategically selected organisations cutting across the major sectors of Malaysian economy such as Airlines, Property, Telecommunication, Finance, Industrial, Construction, Plantation, Technology, Petroleum and Energy. The thirty companies are divided into three groups. Group A is termed “**full disclosures**” - companies with a distinctive-identifiable and stand-alone sustainability reports. Group B is termed “**partial disclosures**” - with their sustainability reporting included in annual reports with minimum of five pages. Group C is termed “**non-disclosures**” - with neither stand-alone sustainability report nor any page reporting in the annual report.

Performance is defined as greater returns to shareholders and is measured by the share price volatility (daily basis) and profit volatility (quarterly basis) before and after the companies under consideration issued their first sustainability reports either as standalone or included in the annual reports. This will be measured by calculating share price volatility three years before and after the first standalone report is issued for Group A and for Group B three years before and after their first reporting appeared in the annual reports. Group C performance will be evaluated in the last six years (2005-2011). This is about the period when sustainability reporting awareness became a major issue in Malaysia.

Global Reporting Initiative's (GRI) in their new G3.1 version (2011) of Sustainability Reporting Guidelines defined Sustainability reporting- *'as the practice of measuring, disclosing, and being accountable to internal and external stakeholders for organisational performance towards the goal of sustainable development.'*

'Sustainability reporting' is a broad term considered synonymous with others used to describe reporting on economic, environmental, and social impacts (e.g., triple bottom line, corporate responsibility reporting, etc.). A sustainability report should provide a balanced and reasonable representation of the sustainability performance of a reporting organisation – including both positive and negative contributions (**GRI, 2011**). The significance of these subjects in the field of academic research as well as regulators' intervention globally cannot be understated. Sustainability and accountability as demanded by academics, practitioners as well as analysts and the market has been seen as the only way forward in managing successfully in this era (**Riccaboni and**

Leone, 2010). Substantial concern for business sustainability has surfaced in the literature in the last twenty years or so (*Freeman and Gilbert, 1988; Gray, 1992; Mathews, 1997; Rowe and Enticott, 1998; Friedman and Miles, 2001; Rotheroe et al., 2003*). Financial accounting for an organisation's performance is a mandatory requirement whereas sustainability reporting is at the moment a voluntary activity. However, organisations are rapidly reporting aspects of their social and environmental performance in order to gain competitive advantage and thus secure the future of the organisation. Legitimising profitability goals through continuous social-environmental programmes and economic performance objectives is now possible through a sustainability framework (*Sisaye, 2011*).

2. Literature Review

Importance of Sustainability Reporting

Researches known as "ranking studies" successfully proved the importance of sustainability reporting in today's business environment. In the ranking studies, analysts, bankers and others were asked to rank various accounting data in the order of perceived importance. Studies from *Benjamin and Stanga (1977)*, *Chenall and Juchau (1977)* and *Belkaoui (1984)*; had all suggested that the financial community ranked sustainability reporting in categories "moderately important" and certainly more important than some issues to which the accounting profession has given considerable attention in the past. Sustainability reporting provides a means of communication and engagement between a company and its stakeholders. Stakeholders typically include shareholders, investors, employees, customers, suppliers, communities and government. Stakeholders are increasingly interested in understanding the approach and performance of companies in managing the sustainability impacts of their activities, including the potential for value creation and business risk mitigation. This has elevated the importance of sustainability reporting. A recent study by the Economist Intelligence Unit confirms that board of directors and senior executives are increasingly focusing on managing sustainability related issue.

Evolution of Sustainability Reporting in Malaysia

The rising trend of sustainability reporting globally has been prominently visible through numerous *reports (ACCA, 2004; CorporateRegister.com, 2008; KPMG, 2005, 2006, 2008)* and empirical *study (Birth et al., 2008; Gibson and O'Donovan, 2007; Stewart, 2005)*. However, in Malaysia, the

reporting trend on sustainability reporting is still at an infancy stage (*Hamid, 2004; Mohamed Zain and Janggu, 2006; Mohamed Zain and Mohammad, 2007*). The ACCA – Malaysian Environmental and Social Reporting Award (MESRA) exercise shows slight increase in sustainability reporting. The ACCA Malaysia (2005, 2006b, 2007) judges report indicates that there was only one comprehensive sustainability report participated in the year 2005, and four in the year 2006 and 2007. In 2009, the figure elevates to 11 sustainability reports produced by the participants. Despite these developments, there is scarce academic research in this area, particularly in Malaysia. Across the last two decades, there has been extensive research on the sustainability reporting and assurance practices in developed countries in contrast to the developing countries (*Islam and Deegan, 2008*). There is a paucity of research relating to sustainability reporting in Malaysia. Most of the studies conducted were on environmental reporting and voluntary disclosure; (see, for example, *Ahmad and Sulaiman, 2004; Janggu et al., 2007; Mohamed Zain and Janggu, 2006*). As a result, there is limited understanding on the nature and extent of these emerging practices in Malaysia.

Sustainability Reporting and Organisational Performance

Carol A. Adams (2004) in his journal titled “The ethical, social and environmental reporting performance portrayal gap” where it assessed in details the extent to which corporate reporting on ethical, social and environmental issues reflects corporate performance – the case of study of company Alpha. Using measurements such as GRI, AccountAbility guidelines, AA1000 reporting principle, he concluded that sustainability reporting do not demonstrate a high level of accountability to key stakeholder groups on ethical, social and environmental issues. He analysed Alpha reports against the elements of accountability as previously determined and concluded that the level of accountability discharged by Alpha appears to be low. There is little coverage of negative impacts, insufficient evidence that Alpha accepts its ethical, social and environmental responsibilities, an arguably one-sided view of sustainability issues facing the company and a lack of completeness. The different coverage in external sources also raises question as to the inclusivity of stakeholders in the reporting process.

Clarkson et al., 2007, however, in their report titled “Revisiting the relation between environmental performance and environmental disclosures: An empirical analysis, with the objective of seeking to revisit the relation between environmental performance and the level of environmental disclosure using a more rigorous research design. They found a positive association between

environmental performance and the level of discretionary disclosures in environmental and social reports or related web disclosures. Their results suggest that socio-political theories are not robust in predicting the level of discretionary environmental disclosures. Their analysis was measured using then Global Reporting Initiative sustainability reporting guidelines to assess the extent of discretionary disclosures in environmental and social responsibility reports. They focus on the 2003 environmental disclosures of 191 firms drawn from five industries: Pulp and Paper, Chemicals, Oil and Gas, Metals and Mining, and Utilities. These five industries are considered to have a high pollution propensity and have collectively been the subject of a whole range of environmental regulations in the US in the past 30 or more years.

Saleh et al., 2010, in their study entitled “Corporate social responsibility disclosure and its relation on Institutional ownership: Evidence from public listed companies in Malaysia” with sole aim of exploring corporate social responsibility (CSR) disclosure and its relation to institutional ownership (IO) of Malaysian public listed companies (PLCs) found out that there are positive and significant relationships between CSR disclosure (CSR D) and IO. This result suggests that Malaysian PLCs are able to attract and maintain their institutional investors while they engage in social activities. The initial sample in their study was made up of the 200 largest companies, which are taken out of 499 companies listed on the main board of Bursa Malaysia during the period 2000-2005. Testing of hypotheses had been conducted by applying multivariate regression techniques utilising longitudinal data analysis of companies’ annual reports. Two well-established models, the fixed effects model and random effects model are conducted in their research.

The Conceptual Framework

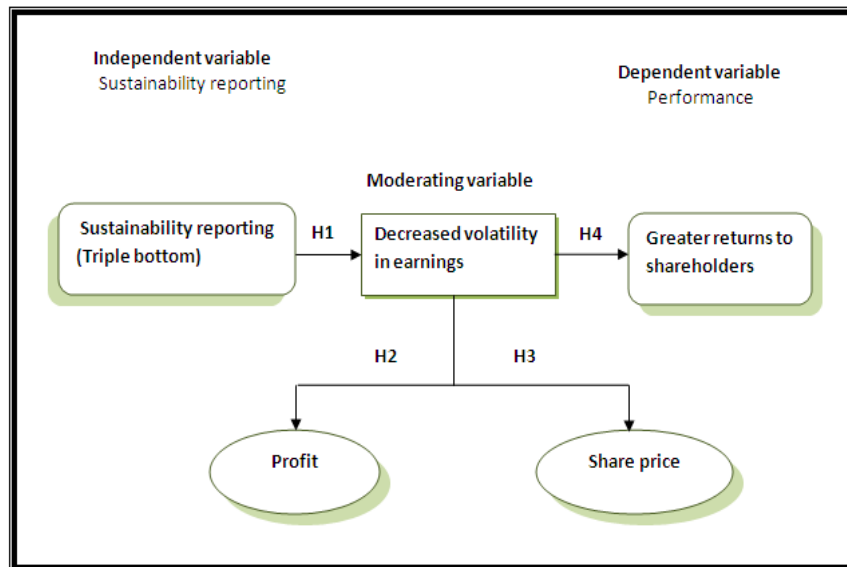


Figure VI: The Conceptual Framework

Independent Variable (IV) – Sustainability reporting is manipulated in this research and the manipulations are expected to cause an effect in the dependent variable using moderating variable as a vehicle for the manipulations.

Dependent Variable (DV) – Performance is measured and monitored and this is expected to be affected by the manipulation of an independent variable, that is, sustainability reporting.

Moderating Variable (MV) – This is included because it has a significant contributory or contingent effect on the original relationship between IV and DV. Volatility in earnings is measured using two different criteria – profit attributable to ordinary equity holders of the parent on quarterly basis and share price on a daily basis.

Sustainability Reporting and Earnings Volatility

Trueman and Titman (1988) suggest that earnings smoothing reduces a firm's perceived probability of default and therefore a firm's borrowing costs. *Goel and Thakor (2003)* suggest that a firm may smooth earnings so as to reduce the informational advantage of informed investors over uninformed investors,

and therefore protect these investors who may need to trade for liquidity reasons. Finally, *LaFond et al., (2004)* find firms with greater earnings smoothing have a lower cost of capital.

H1: Sustainability reporting has negative correlation with volatility in earnings.

Sustainability Reporting and Profits Volatility

Cajias et al., 2012 in their report entitled “Green Agenda and Green Performance: Empirical Evidence for Real Estate Companies” with the purpose of developing an adequate sustainability definition, the investigation of the effect of a sustainability agenda on a company level, and the identification of possible financial benefits. They found that there is a positive linkage between a green agenda and a green performance, especially in terms of an increased ability to generate revenues and a decreased level of idiosyncratic stock volatility. As a result, green commitments are not merely altruisms but are economically driven instead.

H2: Sustainability reporting trend in an organisation decreased profits volatility

Sustainability Reporting and Share Price Volatility

Cormier et al., 2011, in their study entitled “The information contribution of social and environmental disclosures for investors” with the aim of investigating whether social disclosure and environmental disclosure have a substituting or a complementing effect in reducing information asymmetry between managers and stock market participants. They discovered that social disclosure and environmental disclosure substitute each other in reducing the informational asymmetry between managers and stock market participants, as reflected in lower share price volatility and lower bid-ask spread. Moreover, within environmental disclosure, they found that the reduction in share price volatility is higher for disclosure about environmental debts, risks and litigations than for disclosure about environmental management practices. Results also showed that environmental news exposure and firm size are key drivers of CSR disclosure. Their study focused on a sample of large Canadian firms. The sample comprises 137 observations of web disclosure for the year 2005[2]. Sample firms represent more than 80 per cent of the Toronto Stock Exchange capitalisation for non-financial firms and 46 per cent of total capitalisation. Sample firms operate in the following industries: Metals and mines; Gold and precious metals; Oil and gas; Paper and forest products; Consumer products; Industrial products; Real estate;

Utilities; Communication and media; Merchandising. The measurement of social and environmental disclosure is based upon a coding instrument that makes some explicit assumptions about the value and relevance of information. Moreover, information asymmetry cannot be directly measured and is inferred from the behaviour of proxy variables such as share price volatility and bid-ask spread.

H3: Sustainability reporting trend in an organisation decreased share prices volatility

Sustainability Reporting and Shareholders' returns

Recent reports illustrate an increase in efforts to advance the business case for sustainability, including attempts to provide measurable economic outcomes from various sustainable activities and initiatives. Conclusively, while sustainability reports still convey a company's efforts to comply with environmental and social regulations, sustainability reports are showing an increase in communicating the direct economic benefits that sustainable actions can bring to the company. For instance, leading CEOs view sustainability as an engine of future growth. As companies turn their sights to new waves of growth, sustainability is a key element in their strategies to grow revenues and broaden their geographic footprints into the emerging markets. A case in reference is Natura, the Sao Paulo-based cosmetics company, which has long placed a strong emphasis on sustainability reporting as its business strategy, giving the company a significant advantage in promoting its brand and reputation. Revenues have grown by nearly 40 percent over the last three years – bottom-line growth by 44 percent over the same period. The quality of its relationships with customers and its innovative distribution channel means Natura has been able to consistently outperform its industry peers (*Emerald, 2012*).

H4: Sustainability reporting leads to greater returns for shareholders in terms of stability in profit and share price.

3. Research Design And Methodology

Sample Selection and Data Collection

Companies selected for this study are chosen from Bursa Malaysia (Malaysia Stock Exchange) using a quota sampling of ten in each group. However, there are a number of criteria to be fulfilled to be included in this report: Companies must be incorporated and listed on the main market of Bursa Malaysia and they must have been listed for the last ten years. Ten companies in group A were

selected strictly because they have issued stand-alone sustainability reports. The ten companies selected in group B have sustainability reporting included in their annual reports with minimum five pages. Companies in group C neither have stand-alone sustainability reporting nor any reporting in their annual reports.

S/N	Group A - Standalone sustainability/Full disclosures	First year of reporting	3 years before	3 years after
	Name of companies	Year	Period	Period
1	Kulim (M) Bhd	2007/2008	2003-2006	2009-2011
2	YTL Corporation Bhd	2006	2002-2005	2007-2010
3	Faber Group Bhd	2008	2005-2007	2009-2011
4	Malaysian Resources C. Bhd	2008	2005-2007	2009-2011
5	Telecom (M) Bhd	2008	2005-2007	2009-2011
6	Chemical Company (M) Bhd	2007	2004-2006	2008-2010
7	Petronas Gas Bhd	2009	2006-2008	2010 & 2011
8	Media Prima Bhd	2007	2004-2006	2008-2010
9	Lafarge Malayan Cement Bhd	2007	2004-2006	2008-2010
10	Mesiniaga	2008	2005-2007	2009-2011

S/N	Group B - Reported in the annual reports/Partial disclosure	First year of reporting	3 years before	3 years after	Pages
	Names of Companies	Year	Period	Period	Number
11	Malaysian Airline system Bhd	2007	2004-2006	2008-2010	6
12	MISC Bhd	2006	2003-2005	2007-2009	6
13	Bintulu Port Holdings Bhd	2007	2004-2006	2008-2010	8
14	Star Publication	2007	2004-2006	2008-2010	17
15	Genting Plantations Bhd/ Asiatic	2008	2005-2007	2009-2011	7
16	Tenaga Nasional	2008	2005-2007	2009-2011	7
17	BIMB Holdings Bhd	2007	2004-2006	2008-2010	6
18	Gamuda Berhad	2008	2005-2007	2009-2011	10
19	Public Bank Bhd	2006	2003-2005	2007-2009	10
20	Reverview Rubber	2007	2004-2006	2008-2010	6

S/N	Group C - No sustainability reporting/No disclosure
	Name of Companies
21	Golsta Synergy Bhd
22	Greenyield Bhd
23	Supermax
24	Stone master Corp Bhd
25	Sumatec Resources Bhd
26	Oriental Holdings Bhd
27	AFFIN Holdings
28	Turiya Bhd
29	Kluang rubber
30	Rubberex Corp

Table I: Selected Thirty Companies

Measurement of Dependent Variable *Volatility in Share Prices*

Volatility in share price was determined by calculating the percentage change in price on a daily basis in each year under consideration. The range was then determined by finding the difference between the highest percentage change and the lowest percentage change. This was calculated for the companies in Group A during the three years period before their first standalone sustainability reports and three years after. The calculation was repeated for the companies in Group B in the same manner, however, the base year was the year in which sustainability reporting first appeared in their annual reports. Group C's calculation was done by taking the last six accounting years of the ten companies simply because these periods represent the sustainability

reporting era in Malaysia. The average was calculated for the three years before and the three years after as well as two years before and two years after for both Group A and B. Volatilities for the first year before and first year after were also taken for testing. This calculation was done this way in order to measure the immediate aftermath effect of sustainability reporting on the performance measure of share price volatility. Six averages were calculated for Group A and B for reasonable comparison with companies in Group A and B.

Volatility in Profit (loss) attributable to ordinary equity holders of parent

Volatility in profits was determined by calculating the coefficient of variation (CV) of the reported quarterly profits of the selected companies on a yearly basis. Coefficient of variation (CV) was calculated by dividing the standard deviation (SD) of the four quarter profits by their average. Again, three years average was calculated for the three years before and three years after as well as two years before and two years after sustainability reporting for both Group A and B. Coefficient of variation for the first year before and after were also taken for testing. Six years for both groups were also determined. The coefficient of variation for companies in Group C was calculated on a yearly basis with the average of the six years determined for comparison with other groups.

Measurement and statistical procedures of Hypotheses

The four hypotheses were statistically measured and tested using two different statistical methods – the paired sample T-Test and The Independent sample T-Test via SPSS 16.0. The Paired-Samples T Test procedure compares the means of two variables for a single group. The procedure computes the differences between values of the two variables for each case and tests whether the average differs from zero. Eighteen paired sample t-tests were conducted pairing different samples on each occasion. Six independent sample t-tests were also conducted comparing independent non-related samples. The Independent-Samples T Test procedure compares means for two groups of cases. Ideally, for this test, the subjects should be randomly assigned to two groups, so that any difference in response is due to the treatment (or lack of treatment) and not to other factors. In all, 95% Confidence Interval of the Difference was employed. These tests were selected since they allow easy comparison between the samples selected by showing their group statistics, Levene's test for equality variances, mean deviation, standard deviation, lower and upper confidential interval and of course the significance variation of the two samples selected.

Test no.	Type of test	Sample 1		Sample 2		Variable	Time	Significant level - 5%	Significant level - 10%
1	Paired sample t-test	Full/Partial Disclosure Before	19	Full/Partial Disclosure After	19	Share Price	3 years		
2							2 years		
3							1 year		
4						Profit	3 years		
5							2 years		
6							1 year		
7		Full Disclosure Before	9	Full Disclosure After	9	Share Price	3 years		
8							2 years		
9							1 year		
10						Profit	3 years		
11							2 years		
12							1 year		
13		Partial Disclosure Before	10	Partial Disclosure After	10	Share Price	3 years		
14							2 years		
15							1 year		
16						Profit	3 years		
17							2 years		
18							1 year		
19	Independent sample t-test	Full Disclosure	9	Partial Disclosure	10	Share Price	6 years		
20			9		10	Profit	6 years		
21		Full Disclosure	9	No Disclosure	10	Share Price	6 years		
22			9		10	Profit	6 years		
23		Partial Disclosure	10	No Disclosure	10	Share Price	6 years		
24			10		10	Profit	6 years		

ABBREVIATIONS
FD = FULL DISCLOSURE
PD = PARTIAL DISCLOSURE
ND = NO DISCLOSURE
SP = SHARE PRICES
PT = PROFITS
3YRBF = 3 YEARS BEFORE
3YRAF = 3 YEARS AFTER
2YRBF = 2 YEARS BEFORE
2YRAF = 2 YEARS AFTER
1YRBF = 1 YEAR BEFORE
1YRAF = 1 YEAR AFTER
6YR = 6 YEARS PERIOD

Table II: Types of Tests

The four hypotheses being tested in this research were further broken down into twenty-four tests and the basis of different pairing and measurement is shown in the table above. The comparisons include the relationships between the share prices and profits volatilities of companies with standalone sustainability reports also known as full disclosure companies and those that only included reporting in their annual reports tagged partial disclosure companies. The second comparison tests the relationship between share prices and profits volatilities for full disclosure companies before and after their first

reports. The third comparison focuses on the share prices and profits volatilities for partially disclosure companies before and after sustainability reporting. Pairing of the samples above were divided into three periods vis-à-vis the average 3-years before and 3-years after for volatilities in both share prices and profits, the average 2-years before and 2-years after in share prices and profit volatilities and 1-year before and 1-year after volatilities in share prices and profits. Other samples paring include 6-years average volatilities in share prices and profits for full disclosure companies versus partial disclosure companies, full disclosure versus no disclosure and lastly partial disclosure versus no disclosure.

Test no.	Type of test	Sample 1		Sample 2		Variable	Time	Significant level - 5%	Significant level - 10%
1	Paired sample t-test	Full/Partial Disclosure Before	19	Full/Partial Disclosure After	19	Share Price	3 years	NO	NO
2							2 years	NO	NO
3							1 year	NO	NO
4						Profit	3 years	NO	YES
5							2 years	NO	NO
6							1 year	NO	NO
7		Full Disclosure Before	9	Full Disclosure After	9	Share Price	3 years	NO	NO
8							2 years	NO	NO
9							1 year	NO	NO
10						Profit	3 years	NO	NO
11							2 years	NO	NO
12							1 year	NO	NO
13		Partial Disclosure Before	10	Partial Disclosure After	10	Share Price	3 years	NO	NO
14							2 years	NO	YES
15							1 year	NO	NO
16						Profit	3 years	NO	NO
17							2 years	NO	NO
18							1 year	NO	NO
19	Independent sample t-test	Full Disclosure	9	Partial Disclosure	10	Share Price	6 years	YES	YES
20			9		10	Profit	6 years	NO	NO
21		Full Disclosure	9	No Disclosure	10	Share Price	6 years	NO	YES
22			9		10	Profit	6 years	NO	YES
23		Partial Disclosure	10	No Disclosure	10	Share Price	6 years	YES	YES
24			10		10	Profit	6 years	NO	NO

Table III: Results Summary

The summary of the results of the twenty-four tests is presented in the table III above. Significance is looked into at 5% and 10%. The main testing measurement, however, remained at 5% since 95% confidence interval was employed. In order to be statistically significant, a test must return a level less or equal to 0.05 and 0.10 at 5% and 10% respectively. Paired sample t- test labelled number 4 between FD/PD-PT-3YRBF vs. 3YRAF was statistically

significant at 10% but not at 5%. Paired sample t- test labelled number 14 between PD/PD-SP-2YRBF vs. 2YRAF was only statistically significant at 10% but not at 5%. However, independent sample t-test designated number 19 between FD vs. PD-SP-6YR did return a statistically significant level at 5%. Independent sample t-test designated number 21 between FD vs. ND-SP-6YR returned a statistically significant value at 10% but not at 5%. In the same manner, independent sample t-test designated number 22 between FD vs. ND-PT-6YR was statistically significant at 10% and not at 5%. The last result that returned a statistically significant value was independent sample t-test designated number 23 between PD vs. ND-SP-6YR. In total, out of the eighteen paired sample t-tests conducted none returned a statistically significant value at 95% confidence interval of lower and upper values. Two tests were, however, statistically significant at 90% confidence interval of their lower and upper values. Six independent t-tests were conducted with two being statistically significant at 5% and 10% respectively. The mean differences of the tests shed more light into these significant values and this will be discussed in the section below.

4. Results, Analysis And Interpretation Of Data

Paired Sample T- Tests

Descriptive Statistics

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	FDPD_SP_3Y_BEFORE	.16499	19	.081739	.018752
	FDPD_SP_3Y_AFTER	.18818	19	.057933	.013291
Pair 2	FDPD_SP_2Y_BEFORE	.16458	19	.098962	.022703
	FDPD_SP_2Y_AFTER	.17446	19	.077264	.017726
Pair 3	FDPD_SP_1Y_BEFORE	.18610	19	.126726	.029073
	FDPD_SP_1Y_AFTER	.16799	19	.058660	.013458
Pair 4	FDPD_PT_3Y_BEFORE	.07113	19	1.818721	.417243
	FDPD_PT_3Y_AFTER	1.20425	19	1.619605	.371563
Pair 5	FDPD_PT_2Y_BEFORE	.21718	19	1.394982	.320031
	FDPD_PT_2Y_AFTER	.73642	19	2.747182	.630247
Pair 6	FDPD_PT_1Y_BEFORE	-.21417	19	2.462428	.564920
	FDPD_PT_1Y_AFTER	.12208	19	1.579003	.362248
Pair 7	FD_SP_3Y_BEFORE	.20191	9	.099613	.033204
	FD_SP_3Y_AFTER	.19028	9	.065218	.021739
Pair 8	FD_SP_2Y_BEFORE	.21389	9	.123200	.041067
	FD_SP_2Y_AFTER	.19823	9	.088405	.029468
Pair 9	FD_SP_1Y_BEFORE	.23895	9	.156929	.052310
	FD_SP_1Y_AFTER	.18156	9	.054825	.018275
Pair 10	FD_PT_3Y_BEFORE	.87803	9	.476358	.158786
	FD_PT_3Y_AFTER	1.46469	9	1.685878	.561959
Pair 11	FD_PT_2Y_BEFORE	.96930	9	.576721	.192240
	FD_PT_2Y_AFTER	.60343	9	3.763505	1.254502
Pair 12	FD_PT_1Y_BEFORE	.73462	9	.536635	.178878
	FD_PT_1Y_AFTER	-.21519	9	2.295798	.765266
Pair 13	PD_SP_3Y_BEFORE	.13176	10	.044179	.013971
	PD_SP_3Y_AFTER	.14829	10	.044764	.014156
Pair 14	PD_SP_2Y_BEFORE	.12021	10	.038427	.012152
	PD_SP_2Y_AFTER	.15307	10	.062601	.019796
Pair 15	PD_SP_1Y_BEFORE	.13854	10	.070158	.022186
	PD_SP_1Y_AFTER	.15579	10	.062135	.019648
Pair 16	PD_PT_3Y_BEFORE	-.65508	10	2.275243	.719495
	PD_PT_3Y_AFTER	.98985	10	1.609651	.509016
Pair 17	PD_PT_2Y_BEFORE	-.45973	10	1.587922	.502145
	PD_PT_2Y_AFTER	.85611	10	1.571693	.497013
Pair 18	PD_PT_1Y_BEFORE	-1.06808	10	3.187592	1.008005
	PD_PT_1Y_AFTER	.42563	10	.292075	.092362

Table IV: Descriptive Statistics – Tests 1 to 18

The table IV above showed the number of pairing in each tests and the number of companies in each group of pairing. The first 6 tests compared the

volatilities in the share prices and profits of the 19 companies who had issued sustainability reporting whether as a standalone sustainability report (Full disclosure – 9 companies) or included in their annual reports (Partial disclosure – 10 companies). The six tests comprised of one-to-three years before such companies produced their first sustainability reporting and one-to-three years after the reporting. The aim of these testing was to see whether producing a standalone report when compared to inclusion in the annual report decreases the volatility in the earnings – defined as volatilities in the daily share prices and profits ‘volatilities on a quarterly basis for the sample population. The second 6 tests measured the movement in volatilities in the share prices and profits of the 9 companies who had produced standalone sustainability reports (Full disclosure). The comparison covered one-to-three years before such reports are issued and one-to-three years after such reports are issued. The aim of these tests was to see whether producing a standalone sustainability reports has decreased the volatilities in the share prices and profits of the sample population. The last 6 tests compared the movement in the earnings’ volatilities of the 10 companies who had included sustainability reporting in their annual reports (Partial disclosure). Again, comparison covered one-to-three years before and one-to-three years after such reporting were issued respectively. The aim was to see whether producing sustainability reporting in their annual reports has decreased the volatilities in the sample population’s share prices and profits/losses attributable to the equity holders of the parents.

Paired Samples Correlations				
		N	Correlation	Sig.
Pair 1	FDPD_SP_3Y_BEFORE & FDPD_SP_3Y_AFTER	19	.638	.003
Pair 2	FDPD_SP_2Y_BEFORE & FDPD_SP_2Y_AFTER	19	.446	.056
Pair 3	FDPD_SP_1Y_BEFORE & FDPD_SP_1Y_AFTER	19	.531	.019
Pair 4	FDPD_PT_3Y_BEFORE & FDPD_PT_3Y_AFTER	19	-.223	.359
Pair 5	FDPD_PT_2Y_BEFORE & FDPD_PT_2Y_AFTER	19	-.394	.095
Pair 6	FDPD_PT_1Y_BEFORE & FDPD_PT_1Y_AFTER	19	-.091	.712
Pair 7	FD_SP_3Y_BEFORE & FD_SP_3Y_AFTER	9	.543	.131
Pair 8	FD_SP_2Y_BEFORE & FD_SP_2Y_AFTER	9	.316	.408
Pair 9	FD_SP_1Y_BEFORE & FD_SP_1Y_AFTER	9	.458	.215
Pair 10	FD_PT_3Y_BEFORE & FD_PT_3Y_AFTER	9	.354	.350
Pair 11	FD_PT_2Y_BEFORE & FD_PT_2Y_AFTER	9	-.498	.173
Pair 12	FD_PT_1Y_BEFORE & FD_PT_1Y_AFTER	9	.150	.701
Pair 13	PD_SP_3Y_BEFORE & PD_SP_3Y_AFTER	10	.688	.028
Pair 14	PD_SP_2Y_BEFORE & PD_SP_2Y_AFTER	10	.638	.047
Pair 15	PD_SP_1Y_BEFORE & PD_SP_1Y_AFTER	10	.694	.026
Pair 16	PD_PT_3Y_BEFORE & PD_PT_3Y_AFTER	10	-.536	.110
Pair 17	PD_PT_2Y_BEFORE & PD_PT_2Y_AFTER	10	-.749	.013
Pair 18	PD_PT_1Y_BEFORE & PD_PT_1Y_AFTER	10	-.280	.434

Table V: Correlation Matrix Tests 1 to 18

Independent Sample T-Tests

Descriptive Statistics

Group Statistics					
	DISC LQ...	N	Mean	Std. Deviation	Std. Error Mean
SP	FD	9	.196725	.0733931	.0244644
	PD	10	.140026	.0408580	.0129204
PT	FD	9	1.187448	.7578667	.2526222
	PD	10	3.346686	16.3950172	5.1845597

Table VI: Descriptive Statistics – Tests 19 & 20

The first independent sample t-test code named - number 19 measured the volatilities in the share price of full disclosure companies versus partial disclosure for six years period. The sample population taken was 9 and 10 for full disclosure companies and partial disclosure companies respectively. The second independent sample t-test code named - number 20 measured the volatilities in the profits of full disclosure companies and partial disclosure for

six years period. The same sample population tested for volatilities in share prices were also tested for profits volatilities. The mean returns the average volatilities in the share prices and profits of each sample population. Usually, about 70% of the samples lie within one standard deviation of their mean, and 95% lie within two standard deviations. Samples in themselves are of interest not in their own right, but for what they tell the researcher about the population which they represent. Standard error is the standard deviation distribution of a statistic and whereas the standard deviation measures the amount of variability in the variables in a population, standard of error measures the amount of variability in the sample mean.

Group Statistics

	DISC LO...	N	Mean	Std. Deviation	Std. Error Mean
SP	FD	9	.196725	.0733931	.0244644
	ND	10	.559112	.6045251	.1911676
PT	FD	9	1.187448	.7578667	.2526222
	ND	10	-2.105320	5.3709201	1.6984341

Table VII: Descriptive Statistics – Tests 21 & 22.

The third independent sample t-test sample test code named number 21 measured the volatilities in the share price of full disclosure companies and no-disclosure companies for six years period. The sample population taken was 9 and 10 for full disclosure companies and no-disclosure companies respectively. The fourth independent sample t-test sample test code named number 22 measured the volatilities in the profits of full disclosure companies and partial disclosure for six years period.

Group Statistics

	DISC LO...	N	Mean	Std. Deviation	Std. Error Mean
SP	PD	10	.140026	.0408580	.0129204
	ND	10	.559112	.6045251	.1911676
PT	PD	10	3.346686	16.3950172	5.1845597
	ND	10	-2.105320	5.3709201	1.6984341

Table VIII: Descriptive Statistics – Tests 23 & 24

The fifth independent sample t-test sample test number 23 measures the volatilities in the share price of full disclose companies and no-disclosure companies for six years period. The sample population taken was 10 for full disclosure companies and no-disclosure companies. The sixth independent

sample t-test sample test number 24 measured the volatilities in the profits of full disclose companies and partial disclosure for six years period.

Paired samples Test

Paired Samples Test								
		Paired Differences						
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the		t	df
					Lower	Upper		
Pair 1	FDPD_SP_3Y_BEFORE -	-.003193	.063192	.014497	-.033651	.027264	-.220	18
Pair 2	FDPD_SP_2Y_BEFORE -	-.009880	.094591	.021701	-.065472	.035711	-.455	18
Pair 3	FDPD_SP_1Y_BEFORE -	.018108	.107753	.024720	-.033828	.070043	.733	18
Pair 4	FDPD_PT_3Y_BEFORE -	-1.133122	2.691266	.617419	-2.430271	.164027	-1.835	18
Pair 5	FDPD_PT_2Y_BEFORE -	-.519242	3.537300	.811512	-2.224166	1.185682	-.640	18
Pair 6	FDPD_PT_1Y_BEFORE -	-.336249	3.043264	.698173	-1.803055	1.130557	-.482	18
Pair 7	FD_SP_3Y_BEFORE -	.011633	.084422	.028141	-.053260	.076525	.413	8
Pair 8	FD_SP_2Y_BEFORE -	.015653	.126963	.042321	-.081939	.113245	.370	8
Pair 9	FD_SP_1Y_BEFORE -	.057392	.140553	.046851	-.050647	.165430	1.225	8
Pair 10	FD_PT_3Y_BEFORE -	-.586668	1.581198	.527066	-1.802084	.628748	-1.113	8
Pair 11	FD_PT_2Y_BEFORE -	.365864	4.081251	1.360417	-2.771264	3.502991	.269	8
Pair 12	FD_PT_1Y_BEFORE -	.949816	2.278126	.759375	-.801306	2.700939	1.251	8
Pair 13	PD_SP_3Y_BEFORE -	-.016537	.035124	.011107	-.041663	.008590	-1.489	9
Pair 14	PD_SP_2Y_BEFORE -	-.032860	.048248	.015257	-.067374	.001654	-2.154	9
Pair 15	PD_SP_1Y_BEFORE -	-.017248	.052241	.016520	-.054819	.020123	-1.044	9
Pair 16	PD_PT_3Y_BEFORE -	-1.624931	3.419953	1.081484	-4.071418	.821556	-1.503	9
Pair 17	PD_PT_2Y_BEFORE -	-1.315837	2.954764	.934378	-3.429548	.797873	-1.408	9
Pair 18	PD_PT_1Y_BEFORE -	-1.493708	3.281337	1.037650	-3.841035	.853619	-1.440	9

Table IX: Paired Sample Tests Results

The sample tests that paired the volatilities in share prices of companies that have had a standalone sustainability reports and companies that have had to include sustainability reporting in their annual reports 3-years before and 3-years after showed a non-significant value of 0.828 at 95% confidence interval of the lower and upper value. To be significant, the value must be equal or less than 0.05. This means that, the changes in the volatilities in the share prices of these companies 3-years before they produced sustainability reporting and 3-years after the reporting had been issued is not statistically significant enough to conclude that the reporting had any effect on the stability of their share prices in those years under consideration. In the same manner, comparison between share prices volatilities in the first 2-years before and 2-years after the reports had been produced returned a statistically non-significant value of 0.654 which is neither significant at 5% nor 10%. Again, the result shows that the expected decrease in the share price volatilities due to sustainability

reporting cannot be ascertained. In the immediate aftermath of producing sustainability reporting either as a standalone reports (Full disclosure) or included in the annual reports (Partial disclosure) i.e. 1-year before and 1-year after, the significant value was 0.473 which again is statistically non-significant at 5% and 10%.

The pairing of the volatilities in profits of companies that have had a standalone sustainability reports and companies that have had to include sustainability reporting in their annual reports 3-years before and 3-years after showed a significant value of 0.083 at 95% confidence interval of the lower and upper value. Though this value is non-significant at 5%, it is significant at 10%. The result means that, the changes in the volatilities in the profits of these companies 3-years before they produced sustainability reporting and 3-years after the reporting had been issued could have been significant baring a few adjustments. It does show that there may have been slight decrease in the volatilities of the companies' profits in those years after reporting in comparison to when there was no reporting. The comparison between profits volatilities in the first 2-years before and 2-years after the reports had been produced returned a non-significant value of 0.530 which is neither significant at 5% nor 10%. Again, the result shows that the expected decrease in the profits volatilities due to sustainability reporting cannot be ascertained. The production of sustainability reporting either as a standalone report or included in the annual report 1-year before and 1-year after, had a non-significant value of 0.636 at 5%. The expected decrease in volatilities after producing the reports cannot be ascertained.

The comparison between the share price and profits volatilities before and after issuing standalone sustainability reports for all the 9 companies in the full disclosure sample showed non-significant values. Tests were divided into volatilities in share prices 3 to 1 year(s) before and 3 to 1 year(s) after the reports were issued as well as volatilities in profits in the same manner as share prices volatilities. Starting with share prices volatilities (3-way routes) to profits volatilities (3-ways routes) the significant values for these six tests were 0.690, 0.721, 0.255, 0.298, 0.795 and 0.240 respectively. This shows that despite a distinctive standalone sustainability reports issues by the nine companies, there was no significant decrease in the volatilities of the share prices and profits before and after the reports as expected. The volatilities in the share prices of companies in the group dubbed partial disclosure in the first 3-years before and after their reporting showed a non-significant value of 0.171. This affirmed that the expected decrease in their share prices volatilities in the periods after disclosure cannot be proven. However, the first 2-years

before and 2-years after did return a significant value at 10% of 0.060. This showed that with a slight adjustment, a significant changes in the share prices volatilities in period after the reporting when compared to period before reporting can be ascertained. Comparison in the share prices volatilities immediately after partially disclosed sustainability issues in their annual reports and immediately before i.e. 1-year before and 1-year after returned a non-significant value of 0.324. The value affirmed that there were no significant changes in the daily movement of the companies' share prices a year after and before the reporting. This research sought to affirm that there should have been a significant decrease in the share prices volatilities immediately after sustainability reporting.

When the search light is beamed on the volatilities in the profits / (losses) attributable to the equity holders of the parents in the ten companies that have had sustainability reporting included in their annual reports, there was no any single significant value recorded. The periods under consideration included 3-years average volatilities before and after reporting, 2-years average volatilities before and after reporting and 1-year volatilities before and after sustainability reporting. The significant values were as follows in the descending order from 3 to 1: 0.167, 0.193 and 0.184 respectively. The results confirmed that there were no significant movements in profits volatilities that can be attributed to sustainability accounting. It has been expected that the profits of these companies will remain stable in the periods after the reports – i.e. a decreased volatilities when compared with periods before when there was no such sustainability reporting. In summary, of the eighteen paired sample t-tests conducted, none returned a significant value at 5%. Of the two tests that were partially significant at 10%, one did so for profits attributable to the equity holders of the parents volatilities measured on a quarterly basis for companies that have had a standalone sustainability reports taking the 3-years average of their volatilities. And the other test did so for share prices volatilities measured on a daily basis for companies that had included sustainability reporting in their annual reports taking 2-years average of these volatilities. This did so that, the effect of sustainability reporting on companies' performance may not be a fad after all, however, many other factors will be discussed in the concluding part of this research.

Independent Samples Test

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
SP	Equal variances assumed	7.589	.014	2.111	17	.050	.0566989	.0268647	.0000194	.1133784
	Equal variances not assumed			2.049	12.239	.062	.0566989	.0276666	-.0034513	.1168491
PT	Equal variances assumed	3.342	.085	-.394	17	.699	-2.1592384	5.4862585	-13.7342321	9.4157553
	Equal variances not assumed			-.416	9.043	.687	-2.1592384	5.1907106	-13.8929892	9.5745124

Table X: Independent Sample Tests 19 & 20

Discussion

The first independent sample t-test compared the volatilities in the daily share prices of the 9 companies in the group dubbed full disclosure and the 10 companies in the group referred to as partial disclosure taking six years average. The significant value of 0.050 was material to the conclusion being sought, however, the mean difference must be considered before such a conclusion can be ascertained. The mean difference showed a positive value of 0.566989 which indicated that the mean of the first variable was higher than that of the second variable. The first variable in this test was the six years average in the share prices volatilities of the 9 companies with identifiable standalone sustainability reports while the second variable was the average for the 10 companies that have had sustainability reporting partially included in their reports. Ironically, the significant value of 0.050 showed that, the average volatilities in the share prices of companies with standalone reports are higher than that of the companies with partial sustainability reporting. Again, this negates this research's hypothesis number 3 which had expected a decrease in volatilities for companies with full disclosure. The expectation had been as a company becomes sustainable in its business activities taking into consideration the triple bottom line criteria of Economic, Social and Environment reporting, the volatility in its daily share price should decrease as investors become aware of this, most especially the sustainability investors.

The second independent sample t-test equated the volatilities in the quarterly profits attributable to equity holders of the parents in the 9 companies in the full disclosure group to that of the 10 companies in the partial disclosure group taking six years average. The significant value of 0.699 was neither significant at 5% nor at 10%. The mean difference, however, returned a negative value of -2.1592384 which specified that the mean of the first variable was lower than that of the second variable.

The first variable in this test was the six years average in the profits volatilities of the 9 companies with identifiable standalone sustainability reports and the second variable was the average for the 10 companies that have had sustainability reporting partially included in their reports. This mean difference did confirm that the companies with identifiable standalone sustainability reporting had a decreased volatility in profits during the six years under spotlight, however, the significance of this decrease is not material to confirm one this research hypotheses that trends in sustainability reporting leads to decreased volatilities in profits.

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
SP	Equal variances assumed	6.036	.025	-1.781	17	.083	-.3623874	.2034198	-.7915657	.0667909
	Equal variances not assumed			-1.880	9.294	.082	-.3623874	.1927267	-.7962694	.0714946
PT	Equal variances assumed	5.628	.030	1.818	17	.087	3.2927681	1.8113843	-.5289186	7.1144549
	Equal variances not assumed			1.918	9.397	.086	3.2927681	1.7171186	-.5667251	7.1522614

Table XI: Independent Sample Tests 21 & 22

Levene's Test for Equality of Variances

The variables for the independent sample t-test in table XI above are full disclosure (9 companies) and no-disclosure (10 companies) – testing the significance of relationships in the volatilities of their share prices and profits over a period of six years. For this test, the Levene's test for equality of variances was both statistically significant at 0.025 for share prices volatilities and 0.030 for profits volatilities at 95% confidence interval of the difference respectively though a lesser degree in share prices volatilities. However, the Levene's test for equality of variances (at Sig.2-tailed) was only statistically significant at 90% confidence interval of the difference for both share prices and profits volatilities as discussed below. The third independent sample t-test sought comparison in the volatilities in the share prices of the 9 companies in the full disclosure group and that of the 10 companies in the no disclosure group over six years average. The significant value of 0.093 was not significant at 5% but at 10%. The mean difference returned a negative value of -0.3623874 which stipulated that the mean of the first variable was lower than that of the second variable. The first variable in this test was the six years average in the share prices volatilities of the 9 companies with identifiable standalone sustainability reports and the second variable was the average for the 10 companies that have had no sustainability reporting at all. This result did affirm that the companies with identifiable standalone sustainability reporting had a decreased volatility in their share prices over the six years period and this decrease was significant enough at 10%. This has a positive relationship with hypotheses number 1, 3 and 4 which presumed that sustainability reporting decreases daily share prices volatilities.

The fourth independent sample t-test compared the volatilities in the profits of the 9 companies in the full disclosure group and that of the 10 companies in the no disclosure group in the years 2006 to 2011 on average. The significant value of 0.087 was not significant at 5%, however, it was at 10%. The mean difference value was positive at +3.2927681 which specified that the mean of the first variable was greater than that of the second variable. The first variable in this independent test was the six years average in the profits volatilities of the 9 companies with identifiable standalone sustainability reports and the second variable was the average for the 10 companies that have had no sustainability reporting at all. This result did affirm that the companies with identifiable standalone sustainability reporting had higher volatility in their profits over the six years period and this increase was significant at 10% only. The confirmation from these two values was that, the production of standalone sustainability reports was not a factor in determining the stability of quarterly

profits in the selected organisations. This again negates hypotheses number 1, 2 and 4.

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
SP	Equal variances assumed	8.073	.011	-2.187	18	.042	-.4190863	.1916038	-.8216309	-.0165417
	Equal variances not assumed			-2.187	9.082	.056	-.4190863	.1916038	-.8519267	.0137541
PT	Equal variances assumed	1.361	.259	.999	18	.331	5.4520065	5.4556702	-6.0099312	16.9139443
	Equal variances not assumed			.999	10.910	.339	5.4520065	5.4556702	-6.5679753	17.4719883

Table XII: Independent Sample Tests 23 & 24

Levene's Test for Equality of Variances

The variables for the independent sample t-test in table XII above are partial disclosure (10 companies) and no-disclosure (10 companies) – testing the significance of relationships in the volatilities of their share prices and profits over a period of six years. For this test, the Levene's test for equality of variances was statistically significant at 0.011 for share prices volatilities; however, it was not statistically significant at 0.259 for profits at 95% confidence interval of the difference respectively. The Levene's test for equality of variances (at Sig.2-tailed) was statistically significant at 95% confidence interval of the difference to a lesser degree at 0.042 for share prices volatilities whereas not statistically significant for profits volatilities. All these point to one direction – share prices volatilities appear more relevant in measuring the impact of sustainability reporting on performance. This is discussed in the section below. The fifth independent sample t-test was conducted to find the relationship in the share prices volatilities of the 10 partial disclosure companies and that of the 10 companies in the no disclosure group over six years average. The significant value of 0.042 was very

statistically significant at 5% using 95% Confidence Interval of the Difference. The mean difference value was negative at -0.4190863 which stipulated that the mean of the second variable was greater than that of the first variable. The first variable in this test was the six years average in the share prices volatilities of the 10 companies who had issues sustainability reporting in their annual reports and the second variable was the average for the 10 companies that have had no sustainability reporting anywhere. This result did affirm that the companies who had incorporated sustainability reporting into their annual reports had a decreased volatility in their share prices over the six years period when compared with those with no sustainability reporting. This has a positive relationship with hypotheses number 1, 3 and 4 which presumed that sustainability reporting decreases daily share prices volatilities and tends to confirm that share prices volatility is the best measure of the importance of sustainability reporting on a company's performance.

The sixth and the last independent sample t-test compared the volatilities in the profits of the 10 companies in the partial disclosure category and that of the 10 companies in the no disclosure category in the six years under consideration. The significant value of 0.331 was neither significant at 5% nor at 10%. The mean difference value was positive at +5.4520065 which specified that the mean of the first variable was greater than that of the second variable. The first variable in this independent test was the six years average in the profits volatilities of the 10 companies who had included sustainability reporting in their annual reports and the second variable was the average for the 10 companies that have had no sustainability reporting of any format. The summary here was that those 10 companies with partially disclosed reporting had higher volatility in their profits over the six years period than no disclosure group. The confirmation from these two values was that, reporting sustainability activities in a company's annual report was not a factor in determining the stability of quarterly profits. This again went against hypotheses number 1, 2 and 4.

Conclusions And Recommendations

Conclusion

The paired sample t-tests conducted above did show that there might have been some slight effect of sustainability reporting on the share prices of those companies that have embraced the triple bottom reporting, however, the combined effect of these tests failed to significantly ascertain this. The two significant components, one showed a decreased volatilities in profits and the

other in share prices were only so at 90% confidence interval of the upper and lower differences. One big factor that has significant effect on the long-term yield and volatilities of shares is the economic downturn. The most obvious measurement of performance in the paired sample tests with no relationship with sustainability reporting appeared to be the profits as shown by the analyses above. Profit is a factor of many company's activities including controllable and non-controllable variables of which sustainability reporting might not be one. The costs of producing the sustainability reporting in itself might be seen as avoidable by those charged with governance in some companies especially where profits cannot be linked with its production. However, in the near future when sustainability reporting is expected to become a national phenomenon in Malaysia, as it is now in other developed countries, the effect on profits volatility might be ascertained. This can be achieved when consumers became aware of the importance of patronising only manufacturers who have embraced the triple bottom line sustainability reporting. The independent sample t-tests showed two diverse conclusions in relation to the effect of sustainability reporting on share prices volatility. The first of the two conclusions in the comparison of full disclose versus partial disclosure showed a conflicting idea that share prices volatilities are higher in companies that have had standalone reports. However, the second conclusion which if adjusted for mediating factors appears more accurate, did show a significant decrease in the share prices volatilities of those companies with reporting trend in their annual when compared with companies who did not report their sustainability performance. There were also two partially significant components in support of decreased volatility in both share prices and profits in the tests which paired full disclosure against no disclosures.

Summarily, the conclusions from this research when measured against the research objectives and hypotheses were that, though there were some few flashes of significant components to show decrease in share prices volatilities for the companies that are conscious of reporting not only their economic performance but also environmental and social performances as laid down in GRI guidelines, it was not sufficient to link this reduction in volatilities to the issuance of the sustainability reporting be it a standalone reports or all inclusive in the annual report. There was nothing significantly probable in this research to show that volatilities in the quarterly profits of the companies' evaluated might have been influenced by the availability or unavailability of sustainability reporting. The variations in the profits volatilities measured for the twenty-nine companies if plotted on a scatter diagram will show a zigzag line with no apparent trend. Other conclusion that can be drawn from this report is the perceived increase in the trend and awareness of sustainability

reporting among Malaysian companies. In the near future, say in the next ten or twenty years when more and more Malaysian companies embrace the triple bottom line reporting as against the parochial belief that companies exist only to maximise the wealth of its shareholders, then performance can be surely linked to sustainability reporting. Lastly, this research did show that with as many as possible listed companies becoming sustainability conscious, volatilities in share can be the most suitable measure of impacts on performance.

Recommendations

One significant component of sustainability trend is the movement to provide specific measures of the cost savings and revenue growth resulting from sustainability activities. The addition of this content raises some questions as to the future direction of the field. At the moment many organisations have embraced the use GRI performance indicators in their sustainability reports, which define economic value in terms of a company's ability to provide economic benefits to all of its stakeholders. In addition, the GRI guidelines emphasises that financial performance is characteristically limited to financial reports, however, those who are sustainability reporting conscious desired the company's contribution to sustainability of a larger economic system. Ongoing trend seeking the inclusion of financial information in sustainability reports submits that readers are seeking information pertaining to the economic benefits of sustainability to the organisation itself. Research can be conducted to investigate how this change in the needs of the readership affects the way that economic performance is measured, including any shift in performance indicators used to measure a company's environmental and social performance. For instance, organisation's cost management with several cost components could be looked into as a yardstick to measure the effect of sustainability reporting on performance. Sustainability reports go beyond illustrating to investors the possible economic value of addressing social and environmental problems. These reports reflect what sustainability mean to different organisations and by so doing also reflect the practices that companies view as valuable in addressing various environmental and social problems. As more and more researches are being able to make a business case for triple bottom line reporting, the public perception of the role of industries in addressing social and environmental issues can be brought into the limelight.

There are some researchers at the moment who believe that sustainability reporting is actually a fad with no specific relationship with organisational

performance. The basis for this argument was the perceived inability to adjust for other factors that affect organisational performance as well as the level of unawareness among organisation's customers and investors especially in this part of the world. However, other researchers in the developed world where there are greater awareness on sustainability reporting especially among sustainability conscious investors have successfully aligned this with performance usually in the area of stock volatilities. This researcher intends to further investigate the best yardstick to link sustainability reporting with performance by exploring an empirical formula that can be used to adjust for other variables that affect performance in order to narrow down performance to only sustainability reporting.

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Portfolio Optimization: Does the Size of Stocks Universe Matter?

Dr. Imdat Dogan

PhD in Banking and Finance, Independent Researcher

Abstract

Investors, traders and especially professional portfolio managers focus on getting the best possible trade-off between risk and return in order to beat some pre-defined benchmark(s). Portfolio managers aim to maximize the return for a given level of risk, or, minimize the risk for a given level of return by optimizing their portfolio(s). Therefore, for professional portfolio managers, it is extremely important to optimize the risk and return of portfolio(s). Among many topics, whether constructing a portfolio from large or small size of universe has any impact on the performance is a debatable issue in literature. In this study, we constructed two optimal portfolios from different size of universe employing Markowitz's mean-variance model and compare them in terms of their risk and return outcomes. For this purpose, we utilized 10 years stock price data of the publicly traded companies on ISE100 Index from 2001 through 2011 choosing the year of 2009 to analyze and the year of 2010 to invest. First optimal portfolio is constructed from a universe of 20 publicly traded companies while the second optimal portfolio constructed from a universe of 50 publicly traded companies. We used an optimization tool to optimize the weights of each security in the portfolio to have a minimum variance and maximum return concurrently. We compared the performance of each portfolio by utilizing Sharpe Ratio, Treynor Ratio and Jensen's Alpha. The results indicate that both optimized portfolios managed to beat the market in all three different risk adjusted performance measures. However, they demonstrate mixed results as the portfolio optimized utilizing 20 stock universe beat the second portfolio in only Sharpe Ratio, the portfolio optimized utilizing 50 stock universe managed to beat the first portfolio in Treynor Ratio and Jensen's Alpha. Therefore, we can conclude that there is no clear indication that when we increase our sample size or selection universe for portfolio optimization we will have a lower risk (standard deviation) and higher return or vice versa.

Key words: Portfolio Management, Portfolio Optimization, Stock Allocation, Modern Portfolio Theory, Risk Adjusted Return, BIST100

Environmental Performance of Urban Spatial Expansion? Evidence from City-county Consolidation in China

Dr. Jiayao Cai

Huazhong University of Science and Technology, School of Economics, China

Abstract

Based on the data of water quality monitoring site, administrative boundary adjustment data and prefecture economic datasets in 2004 and 2014, this paper examined the environmental performance of urban spatial expansion dominated by government administration. As a policy aiming at optimizing the urban space and coordinating the development of the city and county, city-county consolidation can help reduce repeat construction and optimize industrial distribution to improve the quality of urban public service. However, We find that city-county consolidation deteriorates environment, COD (Chemical Oxygen Demand) and NH (Ammonia Nitrogen) in consolidation area are significantly increased. Further Mechanism analysis shows that ①the policy is conducive to increase investment, and the effect of Pollution Haven Hypothesis exists in the foreign capital entry. ②City-county Consolidation increased the supply of construction land quota while the government is facing the land finance temptation, so excessive land development behavior has brought a large number pollution. ③Although the policy contributes to regional market integration and agglomeration by decrease administrative barriers and market segmentation issues, but the overall environment performance has deteriorated. The conclusion of this paper means that the local government is more development-oriented rather than service-oriented, and the target of emission reduction is not incentive compatible with local promotion, which cause environmental damage behaviors such as excessive land development and unhealthy foreign capital exist in the process of urbanization.

Key words: Urbanization; city-county consolidation; environmental governance

Armey Curve: Analysis of Turkey

Dr. Seda Bayrakdar

Kirikkale University, Turkey

Abstract

The role of the government and government size has been discussed among economists since 19th century. Economic development levels of countries, economic performans and effectiveness of the government have been a topic debate for many years. Differences in economic performances of economies are often associated with government's participation in economic life. Theoretically, the various functions of the government are claimed that may increase the economic efficiency; While It is inevitable that government's increase of interventions on the economy and increase public expenditures may affect the economic growth negatively. A number of academic studies examine the relationship between puplic expenditure and economic growth both theoretically and empirically in recent years. In this study, economic growth and public spending will be examined on basis of the optimal size of government in Turkey.

Key words: Public expenditure, gnp, government size

“Blockchain” and “Smart Contract” Technologies as a New Stage in the Accounting and Analytical System Development

Julia Kuhto

Belarus State Economic University, Minsk, Belarus

Abstract

Currently the world economy is at the stage of revolutionary changes related to the digital transformation. These changes naturally affect the sphere of accounting and finance. Experts declare two “seismic shifts” that have occurred in this area in the past decade: firstly, change in requirements for the financial sector - it must be more efficient, flexible and strategic in conditions of increasing regulations; secondly, appearance of new technologies designed to register financial flows based on new principles entirely (for example, blockchain), as well as potentially new accounting objects (for example, crypto). Such sharp renewal of accounting and financial technologies seems to be frightening to many specialists in the part of a lack of balance between possible risks and benefits, at least at the initial stage of implementation. And it should be noted that these fears are not baseless. In this article, we will consider the basic issues related to the triple accounting record, and the “blockchain” and “smart contract” technologies based on it, as well as highlight their main advantages and disadvantages.

Key words: Digital transformation, blockchain, smart contract

A Research on Banks: Relationship between Job Satisfaction and Z Theory

Esra Isbilen Duru
Istanbul Gedik University, Turkey

Abstract

The aim of this research is to determine the relationship between the Z Theory's Principles and the job satisfaction of bank personnel; The seven aspects of the Z Theory (long-term employment, slow valuation and promotion, non-specialized professional development, joint decision-making, co-responsibility, covert control mechanisms and holistic view) are used to determine the effects of the employee on job satisfaction and the relationship between job satisfaction and the respective principles to investigate if it is not. The study also answer the question of how the demographics of the bank employees in Turkey were searched. This research is an exploratory and descriptive research. The questionnaire was about job satisfaction of employees and was based on Ouchi's Z Theory principles. In our study, the SPSS program was used to determine the relationship between job satisfaction and Z Theory. The data were subjected to factor analysis for size reduction. Regression analyzes were performed to understand whether there is a relationship between job satisfaction and the factors created by using the Z theorem principles, and whether it affects the job satisfaction of the principals. The answer to the question whether there is any difference in the job satisfaction of groups of data obtained as a result of the questionnaire was searched by T test. Finally, the frequency distribution of the demographic variables and personal characteristics was used. According to the results of the study, there is a relationship between job satisfaction and some of the principles of z theory. In addition, some z-theory principles interact with each other.

Key words: Banking, job satisfaction, theory z

The Financial and Legal Implications of Medical Apologies in Civil Litigation

Puteri Nemie Jahn Kassim

*Department of Civil Law, Ahmad Ibrahim Kulliyah of Laws, International Islamic University Malaysia
Email: puterinemie@hotmail.com*

Muhammad Ridhwan Saleh

Department of Civil Law, Ahmad Ibrahim Kulliyah of Laws, International Islamic University Malaysia Email: ridhwansaleh89@gmail.com

Duryana Mohamed

*Department of Legal Practice, Ahmad Ibrahim Kulliyah of Laws, International Islamic University Malaysia
Email: mduryana@iium.edu.my*

Abstract

In recent years, the role of apology in resolving conflicts and preventing litigation has gained much prominence. Particularly, in civil litigation, apology has the potential to promote negotiations, generate settlements and to some extent mitigate and absolve liability. During the process of civil litigation, apology can exist and be used at various stages from the moment the wrong has been committed until the end of the pre-action and pre-trial procedures. Further, apology has long been recognised as an effective tool in the alternative dispute resolution process and a mitigating factor in cases on defamation and contempt of court. Studies have also shown that apology has been efficient in settling family disputes by expediting the reconciliation process. Although some apologies may be protected under the principle of “without prejudice communication” which promotes settlement out of court, it nevertheless, has the effect of being a “double-edged sword” and be used against the party who offered the apology as an evidence to establish guilt. In view of this, several jurisdictions have developed legal mechanisms to counter the negative effects of apologies while at the same time, trying to safeguard the benefits of apologies in promoting early settlements and reducing the number of litigated cases. By doing so, positive consequences whether financially as well as economically, can be seen in relation to the amount of compensation awarded as well as the relevant legal costs incurred at the end of the civil litigation process. As such, this research paper seeks to

discuss the implications of apology from the financial and legal perspectives in relation to medical disputes with the aim of safeguarding the benefits of apologies as well as promoting the use of apologies at various stages of civil litigation.

Keywords: Medical Apologies; Legal Implications; Financial Implications; Civil Litigation

1. Introduction

The role of apology in resolving conflicts has become very significant. Particularly in civil litigation, apology has been recognised to promote negotiations, generate settlements and to some extent mitigate and absolve liability. According to Shuman, “an apology has the potential to help people who have suffered serious emotional harm through the wrongdoing of others in ways that monetary damages alone cannot” (Shuman, 2000). This statement suggests that, although monetary compensation has long been the main objective of the tort system, apology may be able to provide more benefits to the plaintiffs as it is able to assist them to procure non-legal remedies in the form of explanation and statements of regret from the defendants. The tort system has long been criticised as being ill-equipped to provide these kinds of remedies, other than being a system that is costly, cumbersome and inefficient. By incorporating apologies at various stages of the civil litigation process may allay concerns regarding the deficiencies of the tort system in providing the necessary redress and justice for persons suffering from harm, whether physical or emotional.

2. The Various Definitions of Apology

The variety of definition of apologies has emerged due to the difference in the cultural and disciplinary background of the scholars (Carroll, 2014). According to Cohen, the term “apology” has its roots in the Greek word of “logos” which means “speech” or “word” and it is usually associated with formal justification, defense or explanation (Cohen, 2002). It actually refers to any statement or remarks made following any intentional or unintentional injury and a working definition of apology include “an admission of one’s fault combined with an expression of regret for having injured another as well as an expression of sympathy for the other’s injury” (Cohen, 1999). According to Lazare, apology is the expression of responsibility for an offense together with an expression of remorse. The offence here refers to violation of any rule, ethical principle or careless behaviour that results in injury or discomfort towards another in the form of hurt feelings, degradation or humiliation (Lazare, 2008). Further, apologies also may refer to admissions of blameworthiness and regret for any undesirable event which includes transgression, harmful act and embarrassing incident (Darby & Schlenker, 1982). According to Tavuchis, in defining apology from the sociological perspective, there must be two fundamental requirements which include that the offender has to be sorry and he also must say so or communicate his apology to the one who has been offended (Tavuchis, 1991). In commenting on Tavuchis’ definition, Macleod stated that the apology should at least include an admission of responsibility and whatever statement that follows

the admission must express sorrow on the part of the wrongdoer (Macleod, 2008).

Major works on apology comes from the psychology field of study whereby from the psychological perspective, apology has been regarded as a form of remedial behaviour that is an attempt to explain about the harmful act so that it will become acceptable to the injured party (Allan, Allan & Kaminer, 2006). From an ethical perspective, authors such as Taft regards apology as an internal process whereby in apologizing, a person will engage with himself to identify the offence and will later communicate it to the offended party. In doing so, the offender will move towards willingness to admit his fault and to express his remorse for the act done by him (Taft, 2014). Further, a statutory definition of apology can be found from Ontario Apology Act 2009 whereby, the statute define apology as “an expression of sympathy or regret, a statement that a person is sorry or any other words or actions indicating contrition or commiseration, whether or not the words or actions admit fault or liability or imply an admission of fault or liability in connection with the matter to which the words or actions relate” (Apology Act 2009, Ontario, Canada). Since the definition of apologies varies from various perspectives, it is important to identify the core elements of an apology as discussed in the existing literature to determine the basis of a complete apology which this paper seeks to discuss (Macleod, 2008).

3. The Core Elements of an Apology

According to Lazare, there are five elements of an apology namely: (1) there must be an acknowledgement of the offence, (2) there must be expression of remorse, (3) the offender must make appropriate reparation, (4) there must be an expression of care towards the injured party, (5) there must be an element of restoration of the offended party's dignity and self-respect (Lazare, 2008). Similarly, in the opinion of Macleod, there are seven core elements in an apology which include the (1) recognition of the wrongful act that involves the identification and acknowledgement of the wrong, (2) remorse which consist of genuine expressions relating to regret for the harm committed, (3) the wrongdoer assume responsibility or blame for the wrongful act, (4) repentance which includes regret, shame, humility, and sincerity at the part of the wrongdoer (5) providing reasons or justifications for the harm done toward the wronged party, (6) reparation or restitution for the harm inflicted on the other party, and (7) reform on the part of the wrongdoer to enable both parties to learn from the incident and move forward (Macleod, 2008).

Marrus, on the other hand identifies four major components of apology whereby, it must include (1) acknowledgement of a wrong committed including the harm it caused, (2) an acceptance of responsibility, (3) an expression of regret or remorse for the harm done, and (4) a commitment for reparation and non-repetition of the wrongful act (Marrus, 2007). According to Smith, a philosopher, the purpose of apology is to finally satisfy certain emotional expectation by the parties involved and according to him, there are several elements that must be fulfilled. (1) there must be a factual records of the event whereby the material facts must be identified by the parties involved, (2) there must be an acceptance of blame on the part of the wrongdoer, (3) the wrongdoer must be morally responsible for the fault, and (4) the wrongdoer must convey their regret and commitment for non-repetition of the fault (Smith, 2008).

Therefore, although authors have different opinion about the elements of a true apology, there are some similarities amongst them, particularly, that it must contain an admission or acknowledgement of fault, the person must take responsibility over the wrongdoing and there must be some sort of remorse or regret on the part of the wrongdoer. This findings is consistent with the findings of Zammit, whereby the most important and contentious elements of apology are (1) there must be an acknowledgement of fault and (2) the wrongdoer must take responsibility over the fault (Zammit, 2009).

4. The Position of Apology in Civil Litigation

Apology can exists at various stages in the dispute resolution process including spontaneously after the event, during the negotiation, mediation or even when the adjudication takes place. The implications of apologies differ according to the various stages that they have been offered (Macleod, 2008).

4.1 Spontaneous Apology

At the first instance, apology can be made right after the injury was committed by the defendant. According to Macleod, spontaneous apologies usually have the highest possibility to be accepted as being sincere and therapeutic in nature towards the parties. This is possible due to the fact that since the apology has been made promptly after the injury, it will usually pacify the wronged party before any legal action is initiated. However, spontaneous apology usually takes place in an environment in which there is no proper legal advice and no legal privilege (Macleod, 2008). Despite apology at this stage can be seen as very sincere and might have the ability to disarm anger, nevertheless, apology at this stage have the effect of a “double-edged sword” whereby it can be used against

the party who offered the apology as an admission of guilt in any legal proceedings (Ebert, 2008). Such negative implications have deterred parties from offering spontaneous apology and particularly in medical negligence cases, legal advisors often advise their clients not to apologise due to the fact that it can backfire against them during the legal proceedings (Ebert, 2008).

4.2. Apology during Out of Court Settlement

The current civil litigation process promotes parties to settle their dispute amicably outside the court at any time before the decision is being made by the judge where it can be in the form of settlement agreement or by way of consent judgement. Therefore, apology may exist at this juncture and it may promote settlement out of court. During this out of court settlement process, apology offered by the parties might not be admissible as evidence as they might fall under the hearsay rule (Robbennolt, 2003). However, in some jurisdictions including Malaysia, the statement might still be admissible as they can be considered as statement made by the party to the litigation as provided in section 18 of the Evidence Act 1950. Hence, apology at this stage may again be seen as an admission of guilt on the part of the defendant and this is the main reason why defendants will refuse to apologise towards the injured party.

4.3 Apology in Mediation Process

The role of apology has been said to be more significant in the alternative dispute resolution (ADR) mechanism such as mediation rather than litigation as this process offers higher hope and potential for healing the relationship between the parties before the dispute is brought to court (Alter, 1999). According to the Oxford Law Dictionary, mediation is one form of the alternative dispute resolution mechanism which involves a neutral third party known as the mediator who will assist the parties involved in the dispute or negotiations to achieve a mutually acceptable resolution of the points in conflict. According to Levi, although apology can only come from the parties themselves, mediators are recommended to propose for an apology even when it was not initiated by either party whenever appropriate because it can be an effective tool in resolving the dispute (Levi, 1997). Apology at this juncture will reduce anger as well as the hostility between the parties and since mediation process does not restricted to the rules of evidence nor procedure, this would be a great avenue for the wrongdoer to offer sincere apology to the victim as the apology offered cannot be used as an admission of guilt in the court of law should the mediation fail in its process (Kellett, 1987). Further, many states has enacted mediation legislations which promotes the usage of mediation as a form of ADR to

encourage and promote the usage of mediation to resolve civil disputes. In Malaysia, the Mediation Act 2012 was enacted to promote mediation as a dispute resolution mechanism and recognised its benefit in providing a fair, speedy and cost-effective process (Mediation Act 2012, Malaysia). This legislation has made it clear that any communication made during this process is privileged and is not subjected to discovery and they are inadmissible as evidence for any proceedings as provided in Section 16 of the Act. According to Carroll, similar provisions exist in jurisdictions such as Australia (Mediation Act 1997, Australian Capital Territory), several states in the United States (Uniform Mediation Act 2003, United States), and Hong Kong (Mediation Ordinance 2012, Hong Kong) (Carroll, 2014). Therefore, by virtue of this provision, parties will be convinced to make statements which include apology and statement or fault without any legal implication for it to be used against them in legal proceedings. In some jurisdictions, mediation has been incorporated in their civil litigation process whereby with the establishment of court annexed mediation (Abdul Wahab, 2013). Court-annexed mediation means that mediation that is part of the procedure and sponsored by the court whereby the mediator may be any officer of the court such as the registrar. Further, court-annexed mediation will take place after the case has been filed by the court and incorporated into the civil dispute litigation process. It is clear that apology given by the parties if it's made during the court-annexed mediation session will be protected by the law from being used as admission of guilt by the court. During mediation process, the parties involved will have the opportunity to make any retraction or corrections of statements, offering statements of regrets as well as apology and this will likely affect the outcome of the dispute resolution process itself.

Carroll further stated that, there are several aspects of the mediation process that make it the best setting to apologize which includes, providing an opportunity for direct participations by the parties in the negotiation process and at the same time, allow it to be confidential as well as a meaningful dialogue between the parties without taking into account the legal complications of the apology (Carroll, 2014). Besides that, it will also allow the parties to be clear about what the dispute all about is and the expectation of both parties. As a neutral third party, the mediator needs to play the very important role to remind the parties that litigation is not the only way to settle their dispute. Mediation will thus, empower the parties to resolve the dispute their way and may provide more psychological benefits to the parties (Carroll, 2014). Since apology may serve various benefits to the parties during the mediation process as it provides the best platform for the parties to apologise, this has created attention and interest of legal scholars and legislators for apology to be used beyond mediation in the resolution of dispute process (O'Hara & Yarn, 2002).

4.4 Apology in Pre Action & Pre-Trial Procedure

In Malaysia, before a case is fixed for hearing before the trial judge, the case will undergo the pre-trial case management process according to Order 24 of the Rules of Court 2012 whereby the court have the power at any time after the commencement of the proceedings on its own motion to direct any or both parties to the proceedings to appear before the court and give directions as the court thinks fit (Order 34 of Rules of High Court 2012). The objective of pre-trial case management is to ensure the smooth running of the case when it is to be heard by the court later. At this stage, the court will consider any matter which includes the possibility for settlement of some or all the issues in dispute and requires the parties to furnish the courts with all the information as the courts thinks fit (Order 34 Rule 2 (a) Rules of Court 2012) and make other appropriate orders to secure a just, expeditious, and economical disposal of the actions (Order 34 of Rules of High Court 2012). Apology made by the defendant at this juncture towards the plaintiff can be protected under the cloak of “without prejudice communication” shield. Besides that, during this pre-trial case management process also, the court may direct parties to go for the court-annexed mediation as stated above (Order 34 Rule 2 (a) Rules of Court 2012). In some jurisdictions, the procedural law also provides for the pre-action protocols where it promotes settlement at the earliest stage, even before the case been filed into the court. Pre-action stage has been introduced in the United Kingdom for several types of civil actions including, defamation, personal injury claims, professional negligence, resolution of clinical disputes and many more. For instance, the specific objectives of the United Kingdom Pre-Action Protocol for the Resolution of Clinical Disputes, are among others, to encourage transparency and early communication between the patient and healthcare provider, to ensure sufficient medical and other information to be disclosed promptly, to promote early settlement and also to encourage the defendant to make an early apology to the patient if appropriate (Ministry of Justice, United Kingdom, 2015). Based on this protocol, apology is encouraged to be offered by the parties at the earliest stage even before when the case was filed in the court. This would be the best avenue for the party who caused the injury to express their apology without the fear of it to be used against them in the court of law and at the same time might defuse the anger on the part of the patient and may avoid litigation in totality.

4.5 Apology during the Course of Trial

Even after the action has been taken to the court, apology can still be made and have the possibilities to be used for the purpose of settlement out of court. At this stage, there is also possibility for the wrongdoer to apologise and admit to

the liability which may lead to the faster disposal of the case. Although apology at this stage can be used for very strategic purposes, it has been effective in promoting consent judgement, (a judgement by the judge which is based on the agreement of the parties) or promoting parties to enter into settlement agreement. The wronged party would be induced to accept the lesser amount of compensation coupled with apology due to the reason that they will speed up the litigation process. According to Shuman, apology at this stage can become a “commodity” that may be bargained for by the parties. Although the nature of apology in this setting would be in *quid pro quo* basis, therefore, it has been seen to have lesser degree of sincerity than the spontaneous apologies (Shuman, 2000). During this process, the wrongdoer will only apologise when there exist is a real prospect of negotiations. Due to the importance of promoting negotiations, the law protects apologies by providing shield by virtue of the “without prejudice communication”. During this negotiation process, the parties involved can yield the benefits of apology whereby it will speed up the time for resolution as well as it have the possibility to reduce the expected liability of the wrongdoer in the action should the apology be accepted by the wronged party (Brown, 2014). Since spontaneous apology take place right after the wrong has been committed, such apology might prevent the wrongdoing from becoming more severe and should the apology offered at the earliest time as possible, this might initiate the negotiations process between the parties (Robbennolt, 2009). Although apology has been primarily used to establish liability, there are also some apologies which are protected by the law during the trial itself which is apology given in the course of negotiation for settlement are protected under the “without prejudice communication”. This can be seen in the case of *Dusun Desaru Sdn Bhd & Anor v Wang Ah Yu & Ors* [1999] 5 MLJ 449. Abdul Malik Ishak J has explained on the application of the rule of “without prejudice communication” whereby, before the principle to be activated, there must be two common features to be present before this privilege communication can be activated which are (1) the parties must be in dispute and due to that dispute, the parties are negotiating between each other, and (2) the communication between them must contain suggested terms that would finally lead to the settlement of the dispute ([1999] 5 MLJ 449, at 455). From this case, it can be suggested that apology can be protected under this principle if they are given during negotiation after the dispute has arisen, but this principle would not protect spontaneous apology which has been given spontaneously or right after the injury was committed.

5. The Financial Implications of Apology in the Civil Litigation

The tort system requires the wrongdoer to compensate its victims for the pecuniary and the non-pecuniary losses he or she has suffered. The principle of *restitutio in integrum* requires the victim to be placed in the pre-accident position so far as money can do so. In some of the jurisdictions, apology laws has been enacted whereby apology has been given full protection from being admissible in the court whereby the law makes them inadmissible and this will create a conducive environment to promote apology. There are some economic considerations that must be highlighted with regards to the application of apology law in the civil dispute resolution process.

5.1 Apology may reduce the Number of Litigation

Amongst the economic implications of having apology laws is that it will decrease the number of cases filed as well as lowering settlement amounts in civil cases (McMichael, Van Horn & Viscusi, 2016). Enacting apology laws will encourage faster and more cost-effective resolution of medical disputes as it can be an effective means of preventing litigation (Hong Kong Department of Justice, 2015). This is due to the fact that medical practitioners are given the legal platform to make an apology which has the possibility to disarm the anger on the part of the patient. In Australia, it is believed that the introduction of apology laws has been able to reduce the number of litigated cases as the practice of apology will 'reduce the propensity of victims of accidents to sue' (Vines, 2007). Although there is no direct empirical data to show the reduction of medical disputes due to apology law, it has been found that there is significant reduction in number of new claims for compensation, increased number of closed claims and a reduction as to the proportion of large damage awards after the notable tort law reform in Australia which had allowed the defendants to apologise without the fear of that it will be considered an admission of guilt (Corbett, 1999). In the United States of America, effective disclosure has been found successful in reducing cost of a medical dispute process which had improved patient safety, and restore trust between the medical practitioner and the patient (Liebman & Hyman, 2004). Although there are differences in the workings and approach on apology laws taken by several states, the culture of transparency through disclosure and apology has been manifested in the enactment of the apology laws in more than 35 states. In a research conducted by the Michigan Health Services reported that since the introduction of their apology and disclosure program, 'per case payments' had decreased by 47% and the settlement time had reduced from 20 months to 6 months (Saitta & Hodge, 2012). Although the research was only conducted at hospital level, it can be seen

that apology, disclosure and transparency do not only have ethical benefits but also financial & economic benefits as well.

5.2 The Effect of Apology towards the Amount of Compensation

In the state of Kentucky, after seventeen years of introducing a policy of full disclosure and apology, only three cases have gone to trial, with an average settlement of \$16,000 (Ebert, 2008). Although lowering settlement amount is something good to the medical practitioner and the relevant institutions, the concern would be whether or not the patient will be sufficiently compensated for the injury suffered by the medical practitioner (Hong Kong Department of Justice, 2015). When medical practitioners are given the legal shield from liability for apologizing after a medical mishap, patients will no longer perceive them as a personal threat (Engel, 2002). Thus, it will reduce the tension and open the door to forgiveness and will create emotional vulnerability on the part of the patient which might encouraged them to accept settlements that are inappropriately lower than what they actually deserved (Macleod, 2008). Therefore, when apology is being exploited, it may contribute to the victims being under-compensated for the harm done towards them. The victim will no longer be in a position as though the accident did not occur and this will defeat the purpose of damages which is to place the patient in such position. This would be one of the economic implications as particularly, in medical negligence cases, many of the victims usually wanted the medical practitioner to be responsible for the injury and to avoid causing the same harm to others (Ebert, 2008).

5.3 Reducing the Cost of Civil Litigation

Further, the enactment of apology legislation has significantly reduced legal cost. Lawyers' fees had also dropped from three million dollars to one million dollars, and malpractice suits and notices of intent to sue have dropped from 262 in 2001 to approximately 130 per year (Tanner, 2004). Thus, by allowing medical practitioners to apologise without fear of any negative legal consequence, will eventually encourage natural, open and direct dialogue between the parties and reduce the tension, antagonism and anger which will, ultimately, disarm the desire on the part of the patient to retaliate (Cohen, 2002).

6. The Legal Implications of Medical Apologies in Civil Litigation

Although apologies offer much benefits in defusing the desire for patients' to litigate but it also has the effect of being a 'double-edge' sword and be seen as self-incriminating on the party who apologises (Helmreich, 2012). However, apology is not a foreign concept in the legal system whereby it has become established principles in several areas of law in being used as an evidence to establish guilt, mitigate or absolve the liability of the parties.

6.1 Apology as an Admission of Guilt

From the perspective of the law of evidence, apology has long been used to prove liability in the case of negligence (Helmreich, 2012). Apology made by the one who caused the injury can be considered as statements made out court and the court may treat them to be inadmissible to establish liability as they can be a form of hearsay evidence. However, apology may be admissible as a statement which falls outside the hearsay rule which is known as "admission by party-opponent". In Malaysia, this is provided in section 18 of the Evidence Act 1950 whereby it is provided that;

18. Admission by party to proceeding, his agent or person interested

(1) Statements made by a party to the proceeding or by an agent to any such party whom the court regards under the circumstances of the case as expressly or impliedly authorized by him to make them are admissions.

Therefore, the fear of apology to be used against the one who offered them is real especially when such apology does not fall under the "without prejudice communication" privilege that is to be given to the one who offered apology for the purpose of settlement. Despite the fact apology can be used against the person who offered them as an admission of guilt, nevertheless, it can never be the sole evidence for the court to find that liability on the person who gave them (Helmreich, 2012). This can be illustrated in the case of Gurmit Kaur A/P Jaswant Singh v Tung Shin Hospital & Anor [2013] 1 CLJ 699, whereby a woman sought treatment from the defendant which is a medical practitioner to remove a fibroid in her uterus. However, it was found out later that a hysterectomy procedure was conducted on her which caused her unable to have any more children. The medical practitioner was found liable and the apology given by him was considered as a proof for the negligence committed. The judge in her judgement stated *"My view, when the Second Defendant had apologized*

to the Plaintiff, proves that the Second Defendant had admitted to a mistake he had done". This can be seen as a clear illustration on how an apology can be viewed as an admission of guilt.

6.1 Apology as a Defence and Mitigating Factor

In the tort of defamation, retraction, withdrawal, correction of statements, and apology can be offered as evidence by the defamer to mitigate the damages awarded by the court. Apology is considered for this matter as it can be an evidence to weaken the inference of malice or bad faith on the part of defamer (Wagatsuma & Rosett, 1986). Apology as a mitigating factor has been long recognised in this area of law (Kleefeld, 2014). If the defamer provides apology as soon as he possibly can, it may have the effect of defusing the spur litigation by dissuading plaintiffs from initiating legal process. At this juncture, the apology given can be scrutinized by the court for the consideration for mitigation of damages (Masum & Md Desa, 2014). It is important for the court to evaluate and consider apology offered by the defamer in defamation cases as the nature of defamation which aims to protect reputational interest of a person will reduce the mental and emotional distress suffered by the plaintiff as well as having restorative effect that the money cannot sufficiently compensate (Shuman, 2000). The damages awarded in a defamation case will depend on the severity of the defamatory statement and how it affects the plaintiff. In assessing the severity of the defamatory statement, during the fact finding, the court may consider the apology to mitigate the damages to be awarded as defamation law does not only protect economic loses but non-economic loses as well. Therefore, by allowing the defendant to apologise, it will have the effect in reducing the mental or emotional distress which will ultimately restore the plaintiff in a way that money will not be able to do so (Haley, 1986).

In Malaysia, before the court decides on the amount of damages to be awarded to the plaintiff in a defamation suit, the court will take into consideration the mitigating factors which may result in lowering the award of damages. If the defamer is able to give evidence to suggest that he has either made, or offered to make an apology to the plaintiff, the court will consider this as a mitigating factor as long as the apology was offered as soon as the defamer has opportunity to do so (Talib, 2003). The position of apology in the law of defamation has also been codified in Section 10 of the Defamation Act 1957 where it reads as follows;

10. (1) In any action for defamation the defendant may (after notice in writing of his intention to do so duly given to the plaintiff at the

time of filing his written statement of his case) give in evidence, in mitigation of damages, that he made or offered an apology to the plaintiff for such defamation before the commencement of such action or as soon afterwards as he had an opportunity of doing so in case the action shall have been commenced before there was an opportunity of making or offering such apology.

Gopal Sri Ram JCA, as he then was, in the case of *MGG Pillai v Tan Sri Dato' Vincent Tan Chee Yioun & Other Appeals* [1995] 2 MLJ 493, mentioned about apology in a defamation case by saying that although apology does not exonerating a defendant, it has the effect of reducing the quantum of damages, and in some cases it can substantially reduce the amount of damages. He later added that, although apology have the mitigating effect towards the amount of damages, the court also may award aggravated and exemplary damages if such apology aggravates the libel to reflects the court's disapproval towards the defamer's conduct. However, for such apology to be considered, it must be a full and frank apology and there must not be any conditions or qualifications attached to it (*Normala Samsudin v Keluarga Communication Sdn Bhd* [1992] 2 MLJ 654). Apology also play roles in actions for libel contained in newspaper as provided in the subsection 2 of section 10 of the Defamation Act 1957.

(2) In an action for libel contained in any newspaper any defendant who has paid money into court under the provisions of any written law relating to civil procedure may state in mitigation of damages, in his written statement of his case, that such libel was inserted in such newspaper without actual malice and without gross negligence and that, before the commencement of the action or at the earliest opportunity afterwards, he inserted or offered to insert in such newspaper a full apology for the said libel, or, if the newspaper in which the said libel appeared should be ordinarily published at intervals exceeding one week, had offered to publish the said apology in any newspaper to be selected by the plaintiff in such action.

For any defamation suits taken against any newspaper or broadcast, the defamer may use apology to mitigate the damages if the defamatory statements were inserted without any actual malice and it must not be caused by any gross negligence on the part of the newspaper or broadcast in making the statements. However, for the mitigation to be effective, the law also requires that the defamer to make a full apology in the in the newspaper or broadcast before the

commencement of the action or as soon as the defamer has opportunity to do so (Talib, 2003).

Apology also plays a significant role in the law governing the ‘contempt of court’. Contempt of court refers to any conduct that tends to bring the authority and the administration of the law into disrespect or disregard or to interfere with or prejudice parties, litigants, their witnesses during the litigation. The principal aim of this branch of law is not to protect the dignity of the judges but to protect the administration of justice and the fundamental supremacy of the law (Gomez, 2001). In an action of contempt of court an apology by the contemnor may “purge” a contempt of court charge or further suspend or mitigate the sentence for the charge (Mehrota, 2005). The superior courts in Malaysia are given the power to punish contempt of court by virtue of Article 126 of the Federal Constitution.

126. Power to punish for contempt

The Federal Court, the Court of Appeal or a High Court shall have power to punish any contempt of itself.

For the apology to be effective in a contempt of court case, the apology offered by the contemnor must be sincere and unconditional (Mehrota, 2005). It must also be made clearly and done as soon as possible as a delayed apology can be considered by the court as an after-thought and intended merely to avoid punishment (Lai Cheng Chong v Public Prosecutor [1993] 3 MLJ 147).

7. Conclusion

It can be seen that the making of apologies has financial and legal implications in civil litigation. With the use of strategic apology in any dispute resolution process, positive outcome can be seen in resolving the dispute between the relevant parties. Although there are already some protection given by the law to parties who offered apology, this protection is still insufficient as it is always believed that apology will lead to adverse consequence to the one who apologized. This has been proven by several jurisdictions such as the United States of America, Australia and Canada which had triggered them to introduce and implement apology legislations to give certainty to the implications of apologies made by relevant parties. Undeniably, the use of apologies during the processes of civil litigation will eventually reduce the number of potential lawsuits, promoting prospects of settlement and inculcate a sustainable culture of honesty and openness that is fundamental in gaining public trust within any legal system.

8. Acknowledgment

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Encounters and Comparisons in “Women’s” Literature

Dr. Ruken Alp
Sabancı University, Turkey

Abstract

Encounters and Comparisons in “Women’s” Literature Ruken Alp The tradition of poetry is very rich in Turkish literature. The rise of the prose from the nineteenth century onwards could not overshadow the predominance of poetry among literary genres. However, despite its preeminent status, critical studies on this genre are scarce. The scarcity of critical studies on poetry becomes even more evident when it comes to the women poets. Today, the existence and competence of women poets are still questioned and the critical assessments of their literary productions deepen the problems in literary criticism. The categorization “women poets” puts the emphasis on their gender, while the male poets’ gender remains unmarked. This reveals more clearly the difficulty of women expressing themselves within social structures where patriarchy prevails, the literary field being no exception. As such, the ruling epistemology of the literary field dominated by patriarchy both in the production and in criticism of poetry prevents the works of “women” writers from being evaluated in literature’s own terms. In this paper, I will examine comparatively how the notions of “female sensitivity”, “patriarchy”, “male-dominant discourse” and “male speech” are incorporated into literary works, in particular in “women’s” poetry and to what extent they influence “women’s” literature. I will particularly focus on “women” writers from the Anglo-American and the Anglo-Saxon poetry constituting a strong canon in the world literature, and the poetics of the “women” poets who write in Turkish. In this project the poetry of Adrienne Rich will be studied comparatively with Gulten Akin, Sylvia Plath and Anne Sexton with Nilgun Marmara and Lale Muldur.

Key words: Patriarchy, women’s literature, female sensitivity, poetry

Crimes and Female Criminality in Kuwait

Dr. Hussain Al-Fadhli
Kuwait University, Kuwait

Dr. Mesad Shelash
Kuwait University, Kuwait

Abstract

Kuwait has been undergoing a profound socio-cultural transformation since oil export in the fifties of the past century. Modernization, pastoral-urban migration, increasing income and levels of education, women participation in labor force, and high exposure to new media have strongly affected the life style and traditional values of the Kuwaiti citizens. The oil revenues led to high international migration and deep integration of this country into the global capitalist economy. Immersion in globalization initiated a conflict between traditional and modern values. The globalized economy undermined and disrupted the functioning of traditional institutions. This era has been marked by cultural change, individualism and conspicuous consumption. The dominance of the globalized economic values lead to the pursuit of self-interest, intense individualism, anomie, attraction to monetary rewards and competition relative to the values of traditional institutions [1]. The consequences are gradual social disorganization which has been manifested in high crime rates in the Kuwaiti society. The aim of this study is to examine the magnitude of crime trends in Kuwait with particular focus on female criminality. Emphasis will be placed on the distribution of offence types (public interest, physical body, defamation and insult, and property) among Kuwaiti and non-Kuwaiti female offenders. By using secondary data, the study will demonstrate the key trends of crime rates in the country as the Kuwaiti society has witnessed an escalating number of crimes in recent years. In 2012, an official report was released indicating that crime rates had increased by 10% compared to previous years with a daily average of at least 57 crimes. Felony cases (murder, mugging, fights and battery assault) had doubled in that year. The prisoners' rate had increased from 65/100,000 in 2009 to 139 in 2013 [2]. In 2011, violent cases in schools have reached 28,887, with more than 10,000 of them taking place in elementary schools for both males and females [3]. In 2010, the average annual number of cases of violence against women was 368 per year for the past 10 years [4]. Although males were historically the ones who commit crimes especially in traditional societies with prescribed statuses and roles, female criminality emerged as a new phenomenon in this conjecture where the number of women involved in criminal behavior has tremendously increased in the past two decades. In 2013, official reports

indicated that 14.3% of the 20,763 offences were committed by women. Official data also showed a high variation between Kuwaiti females and non-Kuwaiti females. Out of a total of 550 felonies and 2399 misdemeanors committed by females in 2012, it has been found that half of these crimes (46.1% & 51.1% respectively) were committed by Kuwaiti females [5]. The suicide rate has also increased from 3.2/100,000 in 2002 to 6.1 in 2010 [6]. In light of the previous data, some theoretical frameworks such as the modernization/ globalization approach will be highlighted to analyze the trends of this phenomenon. The study will also be concluded with some recommendations on how to address this problem in Kuwait.

Key Words: Crimes, Female Criminality, Modernization/Globalization, Kuwait

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Teaching Emergency and Disaster Survival Skills to Individuals with Developmental Disabilities

Dr. Metehan Kutlu

Hakkari University, Turkey

Assoc. Prof. Onur Kurt

Anadolu University, Turkey

Abstract

Developmental disabilities are a group of conditions due to an impairment in physical, learning, language, or behavior areas. Emergency and disaster survival skills are an important but often ignored area of training for individuals with developmental disabilities. The purpose of this study was to provide a review of the scientific literature related to emergency and disaster survival skills instruction for individuals with developmental disabilities. A search in the ERIC, EBSCO-Host and Google Scholar databases for the years of 1987-2017 was conducted. Investigations were identified which provided information on six areas of instruction: (a) home accident prevention; (b) product warning labels; (c) application of first aid; (d) earthquake safety (e) fire safety; and (f) emergency telephone calls. Implications for instruction and future research were discussed based on the results of the review

Key words: Emergency skills, disaster survival skills, developmental disabilities

The Performance of Private Universities in Kuwait A Qualitative Approach

Rola Mourdaa

Australian College of Kuwait, Kuwait

Dr. Mohamad Atyeh

Australian College of Kuwait, Kuwait

Abstract

Analyzing the performance of a private education institution's viability and sustainability requires addressing stakeholders' satisfaction. For this aim, this paper addresses the perception of the effectiveness of private universities in Kuwait from the point of view of the students, faculty and industry recruiters. The study is exploratory in the sense that it explores the factors that make universities enhance their quality. Overall, the research is qualitative in nature based on interviews with students and faculty and industry employers, which took place to better reflect the situation in a real-life context. The research addresses three main questions: 1) What are the contributing factors that affect the performance of private universities in Kuwait; 2) To what extent is the Kuwaiti private higher education sector perceived as of good quality from all the different stakeholders; 3) What are the wider implications of private higher education for the country in general. The approach followed will concentrate on the institutional framework of private universities with implications on the socio-economic aspect. Based on the overall findings of this research, recommendations for future enhancement of the private universities performance in Kuwait are drawn.

Key words: Higher education, private universities, qualitative study, sustainability

1. Introduction

Over the past couple of decades, the Gulf Cooperation Council countries (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and United Arab Emirates), noted here after as GCC countries have been witnessing a revolution in their education sector, especially higher education with more and more private universities affiliated with international educational institutions or even branches of globally well-known universities have been opening up. By the early 1990s, in the Gulf States the pace of new private universities opening rapidly accelerated, Willoughby (2008) accurately describes this phenomenon as ‘an explosion of new higher education institutions in the small GCC countries’.

For the sake of this paper, we are going to particularly focus on the evolution of private universities in Kuwait. By the year 2002, Kuwait had only one public university (Kuwait University), but considering the growing population and society’s needs, efforts from both private and public sectors were put for the establishment of private universities. In 2002, the first license for opening a private university was given to the Gulf University for Science and Technology followed by the Arab Open University in 2004. By 2016, ten private universities were operating in Kuwait namely after the above mentioned two, Australian College of Kuwait, Algonquin College - Kuwait, American College of Middle East, American University of Kuwait, American University of the Middle East, Box Hill College, Kuwait Maastricht Business School and European Global University of Kuwait accommodating in total 18,000 students compared to 20,000 students enrolled in the only public university, Kuwait University that was established in 1966 (Al-Atiqi et al. - PUC). In the past couple of years, even more new universities opened namely Kuwait Technical College – KTECH, American University for Medical Sciences – AUMS, Kuwait International Law School – KILAW, College of Aviation Technology – CAT, Kuwait College of Science and Technology – KCST and others. More private universities are in the process of getting PUC’s accreditation and approval raising the number of private universities in Kuwait to twenty.

2. Literature Review

Studies of the private sector education in the region is not much abundant and had only started in the 1990s, and in general, it can be considered still very limited mainly because the system is relatively new to the region compared to other parts of the world in addition to the fact that the research activity had not been much active in this region. However, the growth rate that the region had witnessed over the past two decades attracted more and more research interest,

despite the fact that quantitative research is challenged due to lack of sufficient statistics and lack of qualitative database.

Since the beginning of the 21st century, private universities have been growing vastly worldwide. Specific to GCC region Coffman (2003) and Levy (2009) have traced this movement in the Gulf region. Though some Arab countries like Lebanon and Egypt had private universities since the 1800s and early 1900s, the rise of private universities in all the other countries didn't start before the 1980s (Jordan, Sudan, UAE, etc). Yet, it wasn't until the 1990s that the GCC countries witnessed the opening up of private higher institutions. According to Willoughby (2008), "between 1992 and 2007, 54 new private universities and Western (or Asian) affiliations were established in the Gulf countries. The totals for each country were Bahrain-4; Kuwait-5; Oman-19; Qatar-4, and UAE-21".

There are abundant studies on private universities worldwide but specifically related to our study is Geiger (1986) where he specified three main functions that private universities perform which he summarizes as follows: "provide more, better and different education". Levy (2011) provides a similar typology that includes 'elite', 'semi-elite' and 'demand absorbing' private universities". So, basically literature shows that the goal of private universities is to absorb the rising demand for higher education that cannot be accommodated by the public sector, provides a better quality of education and different in providing more majors/specializations.

As for literature background on private higher education in the region is limited due to the fact that the phenomena is recent but we can refer to Jamjoom (2012) qualitative research on understanding private higher education in Saudi Arabia; her work is a main inspiration for this study. An article published by *Oxford Analytica Daily Brief Service* (2010) presented an overview of the growth of the private higher education institutions in the Gulf and mentioned that students are actually "trained in fairly low-quality institutions". Another article published in the *Arabian Business Journal* refers to the failure of private universities in satisfying the private sector recruiters. Bhayani (2013) questioned the quality of higher education of UAE by shifting from 'elite' to mass system and the perception of employers that graduates lack skills which make them prefer recruiting students graduating from the public universities. Hijazi & co. (2008) explored the higher education system in UAE and investigated its capacity to supply Dubai's economy with the needed skilled labor. Picard (2006) examined how the university literacy in general is constructed from the beginning at a university in the Arabian Gulf. Rugh (2002) shed light on the business leaders' concern about the quality of education at the private higher education institutions and the graduates that are not very well-prepared for the work at the private

sector, and that universities are not doing relevant research and there's a need for considering reform measures.

Focusing more specifically on the literature background of private universities in Kuwait, we found hand count studies in this regard. Khaldi and Khatib (2014) studied the students' perception of private universities in Kuwait compared to public one and found higher perception of favoritism to the public education. Atiqi and Azma (2007) tackled the financial performance of private universities in Kuwait that included the funding strategies and financial analysis of these entities. Moreover, Atiqi, Alharbi and Ali described the chronological development of private universities in Kuwait, the licensing process and governing body (Private University Council). But no studies have actually addressed the quality of private higher educational institutions in Kuwait. This may be due to the short life span so far of these institutions. This research shall be a *Pilot* study to cover this gap in the literature and to be the base to build upon in the future.

3. Research Questions

In this paper, the performance of private higher education in Kuwait from the perspectives of students, faculty and industry recruiters are explored. Here are the main research questions:

1. What are the contributing factors that affect the performance of private universities in Kuwait?
2. To what extent is the Kuwaiti private higher education sector perceived as of good quality from all the different stakeholders?
3. What are the wider implications of private higher education for the country in general?

4. Methodology

A qualitative research design was employed to address these research questions. A case study approach is applied to Kuwait. Data are gathered from two major channels: first, interviews with some stakeholders in addition to secondary literature to provide background and context for the research. The approach followed will concentrate on the institutional framework of private universities with implications on the socio-economic aspect. In particular the research will focus on the perception of the higher education private institutions in Kuwait from the point of view of the main stakeholders: students (30), faculty (15) and

recruiters (5) in terms of three phases: the entry phase, the experience within the private higher education system phase and the exit to the job market phase.

It is believed that this paper will have two types of contribution to the literature: 1) contribution to higher education studies and 2) a case study of Kuwait in particular.

5. Limitations

One of the major limitations of this study is related to its data sample. The research managed to

collect data for empirical work from students and faculty of two universities only, but based on the experience of faculty working in other universities in the region, there are lot of similarities that can apply among all. However, this will still challenge the issue of generalization of the findings. This also applies to the fact that all student interviewees at the higher education institutions involved in this study specialize in business-related subjects. Another limitation is related to the access to industry advisors. A focus group workshop was conducted on the feedback of industry advisors on the effectiveness of private high colleges' curriculum and the employability of its students. Interviews with only five industry representatives were conducted with telecommunication, banking, retail, consultancy media and entrepreneurship backgrounds. This limits the scope of the research in particular from the socio- economic perspective. Accessibility to stakeholders and convenience were main factors in determining the sample.

6. Data Analysis

The research interview covered an overview of the private higher education sector in relation to admission requirements, major choices, teaching and learning effectiveness and extracurricular activities. Moreover, the research explored the relationship between private higher education and the job market. The skill levels of graduates are investigated with the added value of practical class assignments and internships as links to the job market. Analysis of the data collected throughout the study followed "thematic analysis", which is a technique that involves transcribing the data, coding, generating and categorizing themes (Jamjoom 2012). Interviews were transcribed in full and analyzed using the MAXQDA software. Coding- segmenting data with main themes and terms- was followed during the analysis. Coding helped highlight common perspectives and words used by the different stakeholders. Common patterns in answers were identified to generate themes.

The induced themes include:

- 1- Admission Requirements
- 2- Major choices and availability
- 3- Teaching and learning effectiveness
- 4- Class size and special needs accommodation
- 5- Assessments allocation and content
- 6- Extracurricular activities
- 7- Relevance to job market
- 8- Practical learning
- 9- Internship effectiveness
- 10- Career center effectiveness
- 11- Professionalism of graduates
- 12- Socio-economic Impact

Having included all interviews' responses in the MAXQDA software, the task of linking themes to the original research questions was conducted followed by descriptive analysis of the data. Consistencies and discrepancies in answers with the same group of stakeholders and across the three stakeholders' categories were identified. Interpretations of meanings embodied in the data then followed. The induced themes are supported by representative interview quotes while respecting interviewees' anonymity. The qualitative interview approach allowed for perception of the private higher education field from those who are part of it and those shaping it and those benefiting/suffering from its product. There was a kind of self-criticism, hope, energy, development and urge for improvement that this research aimed to reflect on. According to several scholars, the terms 'reliability' and 'validity' are applicable to the quantitative tradition, while the terms 'credibility' and 'transferability' are more adequate to the qualitative one (King & Horrocks; 2010). In this study, credibility in transferring the opinions of the stakeholders can be ensured. To ensure reliability in qualitative research, Yin (2009) suggests the operationalization in the steps taken in the research. Therefore, to ensure reliability and logical sequence of the study that other researchers may depend on, documentation of methodology and data analysis are included in this study.

7. Ethical Considerations

All human behavior studies embody lot of ethical considerations including, privacy, anonymity, trustworthy, etc. A number of ethical issues have been addressed in this study such as respecting the anonymity of the interviewees as well as the institutions they belong to; no background information was provided on either the participants nor the university or the companies they work for. No

interview was recorded and participants had the choice to withdraw if they feel like at any point in the interview and this actually happened with couple of students whose answers are not reported in this study.

8. Interview Structure

The interview was structured in a way that covers the entry phase to higher private education, the experience phase during university years and the exit phase to the job market. The aim of the interview is to highlight on the features, challenges and criticisms of the emerging private higher education sector in Kuwait.

9. Data Analysis

Entry Phase

The first two themes covered under this phase are the admission requirements as well as the major choices.

Admission requirements

One distinguishing feature of private universities from the only existing public one is the admission criteria. The public university accepts only 'elite' students thus not giving chance for 'semi-elite', those achieving good but lower than excellent high school Grade Point Averages 'GPA's, the chance to pursue their higher education in majors they may desire. Tuition fees are considerable factor that students take into consideration, but as the government is trying to lessen the pressure on the only public higher education entity, and aiming to produce more skillful locals to replace the 80% dominant foreign labor force, scholarships with pocket money and textbooks allowances are given for most Kuwaiti students; the thing that currently doesn't represent a challenge to neither students nor owners of Kuwait's private universities. Common majors offered by all so far operating private universities in Kuwait is engineering and business with few other majors like laboratory sciences and social sciences. Most students with scientific backgrounds choose engineering and those with literature background choose business and many may not desire these majors but not many choices are available for them. This represent another challenge; for instance, a student was struggling a lot in the business major which he hated but his parents obliged him to enter while he was super talented in graphic design but such a choice was not available for him in the private universities and the public will never accept him based on his low high school GPA. In general, admission to private university in Kuwait is considered to be less strict and conceived to be for non-high academically performing students. This is good in the sense that it provides opportunity for those less advantaged in high schools

who may turn to be very good performers at university especially if they choose what they like but had its negative impact on the quality of teaching as based on faculty responses to this research; instructors are pushed in many cases to lower their standards to meet the level of the students otherwise most students will fail and this will cause a problem for the profitability of the university. Four assumptions may prevail for the rising demand for private universities in Kuwait: 1) high income which is not a condition for the current situation as we mentioned the abundance of government scholarships 2) not 'elite' high school achievers, which is the main cause for Kuwaitis approaching private higher education, 3) Foreign students whose parents are working and residing in Kuwait and need them to stay next to them but cannot go to the public university (these represent 20% to 30% of private universities students in Kuwait) and finally 4) the 3% annual growth of Kuwaiti population resulting in an annual increase in the number of Kuwaiti high school graduates. In some regions like USA for example, Harvard is known to serve the 'elite' achievers, however in Kuwait the admissions requirements may be as low as 50% with very preliminary knowledge of writing essays and basics mathematics. With some exceptions of high performers coming from private local British and American schools most students range from under-achievers to middle achievers. A common perspective of the interviewed industry representatives said that the quality of graduates from private universities is less if compared to those from Kuwait university or from overseas universities and when asked if they refer this to low admissions requirements, they had no idea about the standards of acceptance for private universities-all didn't answer that question by saying no idea or no clue on admission requirements. The 'motto' for some private universities is 'to give chance for those who were not accepted in the public university'. Faculty interviewed were concerned about the low admission requirements and suggested that in addition to GPA, a more thorough acceptance procedure need to be applied to accept students that may not be 'elite' but have potential to grow, such procedures may include 'interviewing the applicants' or getting a '360 degrees report' for the student or requiring recommendations from high school teachers etc; that may reserve an acceptable level of quality for admitted students. Lately, more strict conditions for continuation of scholarship have been implemented by the government. Also, the universities started giving scholarships for high achievers for any student regardless of his nationality. This is creating some kind of motivation for students to perform better. Non-nationals students who are not permitted for public education find themselves perform, in general, better due to their strong school background that provided adequate English and mathematical skills. Faculty privileged the presence of these students as they represent a motivating example for the rest of the students and lead in teamwork projects. They are better in problem solving and critical

thinking and help elevate the standards of teaching. Couple of foreign students that were interviewed considered the level of teaching not so high and easy for them. A common aspect mentioned by all stakeholders is the deficiency in schools that affect the total quality, easy perception to education and to life in general and that the university is only one factor that may affect the quality of graduates but much need to be done at the lower educational levels.

Major Choice

All private universities that have been operating in Kuwait offer Business and Engineering with varying levels of sub-majors. Few universities opening lately offer more technology-related majors and medical sciences. All industry representatives agreed that the market is saturated with engineering and business students. They suggested other majors that the market needs mainly literature, sciences, nursing, finance, IT, social sciences, psychology and all kinds of majors that include arbitration and problem solving skills. Also, faculty agreed that more majors are needed and linked the reason why the private universities offer mainly these two majors because the market highly demand them so it's more profitable for the private sector. One faculty added that if the government really needs to attain its objective in replacing expatriates in the job market, a strategy for providing more majors need to be adopted. Industry advisors added that universities need to have more contact with companies and conduct regular market studies to forecast the market demand on majors required. Many students agree that the private higher education market need to provide more options for them and that many got into their majors because not many choices were available for them. However, profitability and feasibility remain an issue for private owners. Both faculty and employers seemed understanding for the reason of private universities offering mainly these two majors; one faculty noted that 'all Kuwaitis want to be engineers or businessmen'.

In conclusion to analyzing the entry phase of private higher education in Kuwait, it can be noted that private universities in Kuwait are not for the wealthy portion in the society as is the norm in other parts of the world and that's due to the great number of scholarships offered by the government to lessen the rising demand on the only existing public university. In general, private universities have lower admission requirements than the public university making it an affordable choice for students with lower GPAs in their high schools. Late changes in the criteria for scholarships and private institutions offer of scholarships for higher achievers is creating a kind of motivation and competition that shall enhance the quality of education and students' performances during their university studies. In addition, the presence of non-Kuwaiti students at the private universities with stronger schooling background is a factor of motivation and push for

implementing higher teaching standards. In terms of major choices, all stakeholders agreed that more research and investments are required to meet market needs and avoid saturation in few majors that will create a long-term employability problem. The only public university offers more majors than all the twenty private universities together.

Experience Phase

Teaching and learning effectiveness

In general, for the experience phase, the study explored private higher education in Kuwait from different aspects including teaching and learning effectiveness, class size and special needs accommodation, assessments, extracurricular activities, practical learning and practices imposed in class to link to the labor market. In general, most students and faculty interviewees had good views regarding the quality of education in private universities with highlight on areas for improvement and criticism of some aspects that could enhance the current situation if done more effectively. All students and faculty (all experienced at other local, regional and international universities) agreed that the content delivered as well as textbooks and teaching methods at their university do compare to international universities. However the idea of employability is a concern for both faculty and industry employers not due to teaching methods but due to culture and individuals' easy attitude towards work and life in general. A good aspect of private universities is their capacity in accommodating special needs demands of students by having a special department for students with learning or physical disabilities. Although English language as a medium of instruction is a challenge for students not well-exposed to academic English in schools but is an attraction for students and industry as it's the business language worldwide and learning this language professionally is definitely an advantage. Yet, concerns regarding the facilities provided by private universities were raised by both students and faculty as they required more labs, bigger libraries, and more resources that could be hindered due to the relatively smaller campuses of these universities in comparison to the public one.

Class size and Special needs accommodation

Class size impact on the quality of education has been studied in literature; for example Hancock (1996) who argued that the quality of teaching is reduced when classes are overcrowded because resources are spread thinly to accommodate larger number of students.

In reference to the interviewees, most students and faculty agreed that the class size do affect the quality of teaching and the smaller the size the more room for discussions, problem solving, case studies and one-to-one interaction and role playing will be feasible. However, one instructor considered that class size is not

really a factor to affect the quality of teaching by mentioning that top universities around the world have big size lectures and still they graduate highly qualified individuals that are effective contributors in their societies. Also, a student believed that class size is not really an issue as much as the teaching methodology and the teachers' personality and capability in controlling the class is what really matters.

Special attention to accommodate students with special needs may not be adequate given the class duration and work load imposed on faculty, however the university provides special department to deal with such issues like extra problem solving, help in tutoring, extra time in exams for students with physical disabilities, etc. and interviewees agreed that this is a great task and does help students with special needs. Training for faculty on the types of special needs and ways to accommodate them during class time is provided on annual basis. Counseling is also available and confidential and does help big time in solving social and psychological problems for students who are willing to seek such service.

Assessments

Allocation of grades on assessments was criticized to have the higher marks on theory when both students and faculty agreed that it's better to have more weight on the practical assignments. All interviewees agreed that assessments tackle both theory and practice and is based equally on memorizing and analysis. But even the practical side, students are given revision sheets because they are used in general to this kind of studying from the general education system in the schools.

Extracurricular activities

Interpersonal skills are developed and achieved through extracurricular activities which all stakeholders agreed that it's so essential in exposing students to real life. Both students and faculty agreed on the importance of extracurricular activities in developing a comprehensive personality and expose students to things they may never thought of. Yet, the number of such activities is limited and not much encouraged. One employer mentioned that extracurricular activities are very important to socialize, build character, enlarge social circle, boost communication skills, participate in awareness campaigns and meetings with individuals from different backgrounds, prepare the student to the job market. Another added that extracurricular activities are very important in developing a well-balanced personality and comprehensive attitude towards society not merely technical knowledge. Another believed that it's very important as it builds communication skills with people from out of the students'

comfort zone and involve exposure to matters outside their core competency. Students were satisfied with guest speakers and field trips they do to companies and say that they remember from these events more than they remember from their normal class studies. Faculty agreed that more of such events need to be conducted and regularly not occasionally. Employers advised to have guest speakers not for general talks but rather guest speakers specific to each unit taught. All stakeholders agreed that university education is not merely about knowledge which is available over the internet, it's about a comprehensive building of the personality and this is achievable through the extracurricular activities.

Relevance to Job Market

Both students and faculty agreed that the curriculum reflects what's in the job market. International textbooks come with Middle Eastern version. Faculty gives lot of real-life examples in class and there are always hands-on projects and students are required to present their practical work in almost every course. Some faculty mentioned that though students are required to do hands-on projects but the type of projects presented are simple and not so much linked to what the labor market requires. Some students considered that there's a big amount of presentations required from them. Others mentioned that field trips to companies or even humanitarian fields add a lot to their experience and exposure. All stakeholders with no exception ensured the importance of having practical assignments and projects in linking theory to practice.

Internship

All stakeholders agreed that having internship during studies help boost the practical aspect of education and prepare students for the job market. However, all had concerns on the effectiveness of the internship as many students may just have their training in the family business where someone can write up the report for them and get through the course. Therefore, procedures or practices that need to be implemented to ensure the effectiveness of the internship were suggested. An instructor suggested that colleges should make contracts with companies including specific required learning outcomes from the internship program. Another instructor added that the university needs to be very specific in how to evaluate the internees like for example having surprise visits and a dedicated instructor should be in charge of the internship unit. Others suggested that universities should place the students to avoid students going to family businesses and doing nothing. Employers also suggested that not all internees must pass, very close collaboration between the university and companies need

to be in place. Internees should only be placed in big companies that do have internship programs. Some considered internees not committed to come every day and therefore there should be a form of relevant assessment criteria to be sent from university to the company to fill in. It was suggested that the internee present to the university orally what he learned because written report can be done by anyone. Also, an employer mentioned that internees are usually used for data entry; they need to be motivated to take tasks and get trained. Even students agreed that for the internship to be transparent, it is better that the university place students and have a thorough follow up with weekly assessments on what was learned. Students also suggested having direct contact between the instructor and manager and getting recommendation from the manager at the end of the internship period.

Exit Phase

This phase includes career center services and role in linking students to the job market, the professionalism of graduates and the impact on the socio-economic scene.

Kuwait is a small open economy with almost 9% of international oil reserves and thus oil represents 80% contribution to the economy and more than 60% of its labor force is non-national. Kuwait is investing in the development of its human resources to help diversify its economy away from petroleum-related sectors and implement gradual replacement of its foreign labor force that the private sector still prefers as they seem to be more productive in the job field. Also, Kuwait is trying to lessen the burden on government jobs that most Kuwaitis seek as they are well paid and less challenging. As mentioned earlier, the last decade had witnessed lot of investments in private higher education to help achieve the three aims of diversifying the economy, replacing expatriates in the job market and encouraging more work in the private sector. However, the employability of graduates from private higher education institutions is a challenge for both students and recruiters and eventually policy makers. It is believed and can be reflected upon from the interviewees' answers that academic knowledge and technical skills are not sufficient attributes to make graduates employable. It is rather a comprehensive experience that includes in addition to knowledge, interpersonal, professional development, critical thinking, problem solving, time management, teamwork, and life-learning skills.

Career Center

It is a fact that all private universities in Kuwait have career centers that try to link their graduates with the job market. Faculty considered the role of this

center very important but mentioned that the establishment of such center was recent and still not being so effective in attaining its goals. The center organizes job fairs but not regularly and according to the interviewed students the center does communicate job opportunities with them but not often. Some students admitted that these centers helped in providing internship and job opportunities or at least interviews with them. A student mentioned that these centers try their best in helping students but the job market in Kuwait is challenging especially for non-nationals. Although employers admitted the importance of the role these centers can play but they believed these centers don't have well-developed connections with the industry though they encourage that for the best benefit of both graduates and companies; one employer said "we will be happy to get screened CVs from universities, it will save us time when head hunting". Another employer suggested that in the presence of recruiting websites like Bayt.com and LinkedIn and the like, these centers may not be much effective. Another employer claimed that these centers may turn to be ineffective because sometimes their work is not organized and he explained "as a recruiter head hunting for qualified candidates, they may send me bulk of CVs without filtering which may waste my time and make me lose interest".

Professionalism of graduates

In general, students believed that they do have positive attitude towards work and they are highly motivated but they also need a motivating environment that allows them to demonstrate their skills and grow. They seemed to understand the concept of career path and they showed professionalism in mentioning that it is impossible for a fresh graduate to fulfill a managerial position as this requires lot of experience that they need to gain in their early job years. They have doubts about how encouraging is the job market. One faculty with industrial experience mentioned that: "In general due to my past experience in the industry, employees do have positive attitude towards work, but they lack motivation because of the overall situation in the country. Before fresh graduates used to seek managerial positions but now it's changing, they are more understanding for the concept of career path and ladder of promotion". Another faculty mentioned that if the internship is effective, students will be well-prepared and will avoid the shock they may face after graduation in the job market. Other instructors mentioned that "students have attitude problem and believe that everything is based on connections, they can get away with doing things, no respect for time and deadlines, very weak time management skills. Some seek managerial positions for the prestige but some understand the concept of career path we can't generalize in this. They get shocked when put at work, due to their perception that they are going to have it easy". An employer viewed students as not very

much willing to take additional responsibilities. They need to be trained before the start of work, cultural effect is big. He suggested that universities need to give them emotional intelligence courses. Other employer viewed fresh graduates as having secure attitude towards their job and lack ambitions and are not eager to learn. Another employer believed that most local graduates are not capable enough and difficult for them to compete with people from overseas universities. Sometimes we need to put them in employment program of two years learning phase. They lack motivation because sometimes they know they are perceived lower than others but sometimes if given right tasks with proper guidance and right approach they perform well. They struggle because working hours and dedication is an issue for them. They understand career path concept but they struggle because they want the managerial position fast. Interpersonal skills are alright but technical analysis is a bit low. Their ambition for higher position is not based on competitive advantage or skills; they want it the easy way. They lack motivation because of fulfilling of needs anyways even if lost job, they will get paid from family and the government. Also easy less demanding public jobs that absorb 80% of local workforce create demotivation to work in the private sector and be productive. A private sector recruiter suggested the solution of having the public sector operate like the private one. An interesting answer from an employer was that if given the choice to recruit a local graduate or overseas graduate based on the attributes that the latter have over the local, he showed his preference for local graduates as they are more understanding for the culture, he himself as an overseas graduate have faced lot of challenges during his career because his education taught him to speak out loud his mind without taking into account cultural and rank considerations. In general, students looked very positive about their professionalism, while instructors appeared to have an average view by trying their best to improve it during the university years by imposing deadlines, penalties and the like but the industry looked pessimistic about the professionalism of graduates from the private university- a big issue that needs to be addressed and looked for its reasons, which some recruiters mentioned that it could be the culture or the public schooling mentioning that the university is just one factor that affects but cannot solve the entire issue.

Socio-economic effect

This section covers the capability of private institutions in producing individuals who are mature, have language fluency, ready for work and have positive attitude towards change and development. Individuals, who are hard workers, possess high sense of responsibility and are good effective team players. If graduates possess these attributes they will turn out to be effective contributors in their society and thus help in the development of their economies.

Beyond English fluency, employers viewed graduates critically in terms of maturity, readiness for work, problem solving skills and responsibility. All stakeholders agreed that teamwork was well developed during university life in all classes and projects and that was reflected in the work place, even employers mentioned that staff perform better in teams than individually. Instructors believed that no one rule applies to all students; they said that around 50% of the students become effective contributors in the society holding high positions in reputable companies or becoming successful entrepreneurs and that depends on their background before university, private schools, family, self-driven and the like. Some employers believed that graduates from private universities have ego more than maturity, no commitment, no responsibility and high absence rate. Although some of them start with positive attitude but they get bored fast. Problem solving skills is an issue; they throw the problem to the manager and go as they have sense of job security. They tend to be responsible but not really dependable or their work may not be reliable and needs to be reviewed always. Responsibility varies, other factors affect mainly culture. People from industry should be allowed to teach some units for better exposure to life work. Work for them is about entertainment rather than productivity. But many industry representatives admit that they are good entrepreneurs, they have good ideas but don't feel confident in expressing themselves and they are out when it comes to implementation. Students believed that English is built up through the college years and they become more mature semester after semester, all units include problem solving cases and teamwork projects. Teamwork affect sense of responsibility, it boosts it for some and let others rely on the responsible ones.

9. Conclusion

The aim of this research was to study the performance of private universities in Kuwait from the perspective of its stakeholders namely students, faculty and employers over three phases: Entry, Experience and Exit, through covering several aspects of higher education including admission requirements, major choices, teaching and learning effectiveness, class size and students' special needs accommodation, assessments, extracurricular activities, linkage to job market, in-class practical learning, internship effectiveness, career center effectiveness, professionalism of graduates and the general impact on the socio-economic side of the country. In general, quality was a concern because of the low admission criteria, and the existence of two main majors may affect the diversity of graduates required for the job market. Yet, private universities offered a range of opportunities for less than 'elite' students and non-nationals who represent 20%-30% of the total students' population. As for the experience stage, there was common perspective by students and faculty that private

universities offer a great deal of practical knowledge, and special attention to accommodate students' needs with efforts-even if not so developed- to build a comprehensive personality based on soft as well as technical skills. Industry representatives had doubts on whether universities are really effective in exposing their students to the job market and some blamed not merely the university but the schooling system and culture that push graduates to be laid back and have sense of job security and therefore become less motivated and less responsible. Another aspect of this phase was the class size that many considered as relatively small class sizes at private universities as an advantage since it allows for more interaction, discussions, case study analysis and problem solving. However, some considered that what matters more is the teaching methodology and teachers' personality rather than the number of students per class. Extracurricular activities were believed to enhance inter-personal skills, boost self-confidence and communication with people from different backgrounds but these activities are not so much developed and more effort from the universities need to be put in this area. All believed that assessments were based on both memorization and analytical understanding and although English was a challenge for students coming from public schools, students appeared to accept such challenge for their own benefit as English is the most international language used worldwide and in Kuwait whose 75% of its population is non-national.

With regard to the Exit phase, though the opinions presented cannot be considered a fair judgment for a sector that's relatively new, evolving and implementing improvements as it goes. Faculty and students considered their education kind of market-oriented, addressing practical skills and soft skills required by the job market, employers criticized the outcome of the private higher education to have no clue about the job market, irresponsible, less mature, less loyal having an easy-perspective of job and life. The only aspect that employers agreed with faculty and students on was good teamwork.

In conclusion, the private sector of higher education in Kuwait has been absorbing the rising demand for higher education that the only public university cannot absorb, is trying to give practical learning through its mediums of instruction, extracurricular activities and internship but having two main majors and not meeting the expectations of the job market are main criticisms that need to be looked at and studied thoroughly to make teaching more effective in serving the job market and the socio-economic side of the country.

Recommendations

There's inadequate research about the job market needs and the skills required. Research should be undertaken, as recommended by one employer, to gather this

information and have continuous update to provide needed majors and follow the job changing trends. Internships though agreed to be very important aspect of practical learning, it is turning to be ineffective because of students' laid off attitude, not thorough strict supervision from university and unprepared companies to offer proper internship programs. More structure seemed necessary for the internship programs, which call for more collaboration between the private universities and the companies in the labor market. Employers find career centers and job fairs very important and efficient for them during their head hunting, therefore it's highly recommended that these centers be supported and funded to perform their job effectively for the best benefit of students, universities' reputation, employers and the economy at large.

Employers should put more efforts in training fresh graduates or at least provide proper training with motivation and allowance scheme during the internship period. Government should not be giving scholarships for the majority because this enforces the easy attitude by making everything attainable and hinders the sense of responsibility. Government can give levels of scholarship, like full, partial and kind of financial aid for needy students and the type of scholarship shall be linked to academic achievements with continuous update on the performance of the student. The government needs to support the private sector by providing more lands for campuses. Private universities need to pamper less the students without fear of losing profit because the demand is rising anyways with an annual increase of 3% in population; even one student mentioned that strictness teach responsibility. Employers still believe that the outcome of Kuwait University outperform the outcome of private universities which call the need for real competition to the public university to produce same quality if not better product. The government needs to encourage opening of more private universities with more majors, competition is believed to improve quality. More branches of international universities shall be encouraged just like the case of Dubai and Qatar, this may secure high quality standards. Government needs to implement strict supervisory role on public schools with more emphasis on English and mathematics as this will enhance the quality of education at the university level if students already had good background in these two domains specifically. Universities need to employ more staff, lessen the teaching load and administrative burden on faculty allowing them to carry higher quality-standard research and allowing them to carry on consultancy jobs if possible as this will help in enriching their experiences that they may bring to class. Faculty need to implement more strict yet friendly policies within their classrooms and assessment measures need to have more weight on the practical side of knowledge, and assessments contents shall include lot of understanding and analyzing with revision sessions offered with no revision sheets. University shall provide orientation week before the start of each academic year not just to

present the premises and departments at its campus but to introduce students to university life with what's expected from them in terms of dedication, maturity and responsibility. More extracurricular activities, participation in social events, specialized guest speakers and field trips need to be organized and planned. Parents need to explain the importance of higher education not for the sake of socializing and having a prestigious degree but for the sake of becoming productive in society. Soko et al (2015) stated that universities enhanced quality can be achieved through: research, staff focus, student focus, governance and planning. Moreover, strong brand names, research, methodology of teaching and learning environment are key components of competitive advantage that can enhance universities' performance. The findings of this research agree to a great extent with Soko's recommendations on staff focus, students focus and planning for producing better quality at private higher educational institutions in Kuwait.

Room for Future Research

This research was based on a qualitative approach based on semi-structured interviews applied to a case study which is Kuwait. The findings of the research can be considered as contribution to higher education study in general and specifically to the private higher education in Kuwait with implications on possible improvements that can be applicable for a better performance of these institutions. The sample size is considered as a limitation for the study that can be considered as a pilot study for a wider research that can include more stakeholders in the three groups identified and a fourth group representing the governing body of the private universities and government officials from the Ministry of Higher Education in addition to parents of enrolled students in the private higher education sector who can be interviewed to make the study more comprehensive with deeper insights of the satisfaction of the society as a whole from the production of the private universities. Also, interviews with owners and higher administration in these institutions will be highly recommended to shed light on their willingness for improvement and the aim of building their institutions aside from their profitability goals.

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Appendix 1: Interview Structure

- 1- Admission requirement
 - affecting the quality of higher education
 - only applicants that are academically capable
- 2- Subject choices at private universities
 - Graduates of business and engineering saturating the market?
- 3- Teaching and learning
 - Effectiveness in meeting the requirements of the changing market
 - Challenge of having English as medium of instruction
 - Teaching material/textbooks
 - Teaching methods
 - Accommodate students' demands
 - Comparable knowledge to international universities
 - Facilities provided like (labs, libraries, etc ,,,)
 - Teachers allowed to have part time industry jobs to get practical insight to class
 - Develop scientific research
- 4- Class size and special attention
 - Quality of teaching
 - Retention of knowledge (remembrance and use in problem solving)
 - Critical thinking
 - Attitude change
 - Students' achievements
- 5- Assessments
 - Allocation
 - Based on memorizing or analysis
- 6- Extracurricular activities
 - Inter-personal skills
 - Personality development
 - Motivational
- 7- Relevance and linkage to the labor Market
 - Curriculum
 - Career services
 - Training
 - Social events
 - Guest speakers

- 8- Practical Learning
 - Practical class assignments
 - Hands on projects
- 9- Effectiveness of Internship
 - What practices are or should be put in place to make sure it's effective and not just waste of time
- 10- Career Centre
 - Follow up with alumni and their performances
 - Provide platform for job opportunities by keeping database of alumni contact
 - Communicating job opportunities with alumni
- 11- Professionalism of Graduates
 - employees attitude towards work and learning
 - lack of motivation
 - fresh graduate but seeking managerial positions
 - no concern about career development just salary-oriented
- 12- Effect on the socio-economic aspect
 - English fluency
 - Maturity
 - Readiness for work and positive attitude towards change
 - Problem solving
 - Teamwork
 - responsible

Level of Deficiency in the Executive Functions and Meta-Cognition of Children with Autism According to some Variables

Dr. Elsayed Elkhamisi
Arabian Gulf University, Bahrain

Abstract

The present study aimed at identifying the level of deficiencies in the dimensions of the executive functions, self-management and the meta-cognition complex in children with autism. It also aimed at detecting the differences in these variables according to age, gender, autism severity, and intellectual level. The study sample consisted of (160) of children with autism who were assessed by their parents on the Behavior Rating Inventory of Executive function (BRIEF). The severity of autism was estimated by Childhood Autism Rating Scale (CARS), also by teachers' assessment. The results indicated that the most deficiency dimensions of executive functions were: planning, working memory, and shifting. The results also indicated that there were no significant differences in the dimensions of the executive, self-regulatory or meta-cognition components according to the age stages, and there were significant differences in shifting according to gender. Finally, a significant differences were found in most study variables according to intellectual disability and autism severity.

Key words: Executive functions, Autism Spectrum Disorder, Meta-cognition

Lifelong Learning through the European Qualifications Framework and the New Skills Agenda

Dr. Athina Sipitanou
University of Macedonia, Greece

Abstract

Due to increasing internationalization, rapid pace of change and continuous introduction of new technologies, individuals need not only to improve the specific skills associated with their job, but also to have the general competences that will enable them to adapt to the various changes. The European Framework of Key Competences for Lifelong Learning identified and defined, for the first time at European level in 2006, the eight key competences that modern citizens need to have, such as communicating in a mother tongue, communicating in foreign languages, mathematical, scientific and technological competence, digital competence, learning to learn, social and civic competences, sense of initiative and entrepreneurship, as well as cultural awareness and expression. The need to establish a European Qualifications Framework resulted from the requirement for a common reference framework for professional qualifications in the European countries. Common thought was to create a ``translation`` mechanism which gives the ability to understand and instantly recognize the qualifications of European citizens both within the country as well as throughout the European Union. The European Qualifications Framework for Lifelong Learning in 2008 promoted the mobility of citizens from one country to another and facilitated their lifelong learning by orienting public and private education systems towards learning outcomes. Finally, the New Skills Agenda for Lifelong Learning, under the pressure of new economic and political reforms, aims to improve both the quality and adequacy of skills development and the promotion and comparability of skills and qualifications, as well as to improve information on skills so as to offer better career choices to European citizens. Considering all the above, skills have emerged as an investment attraction factor, a catalyst for job creation and a leverage growth.

Key words: Key competences, qualifications, new skills agenda, lifelong learning

Learning Management of Participatory Network for Health Schools in the Three Southern Border Provinces of Thailand

Asst. Prof. Pinsuda Siridhrungsri
Dhurakij Pundit University, Bangkok, Thailand
ppinsuda@gmail.com

Abstract

The objectives of this study were to 1) study the model of learning management of participatory network for health schools in the three southern border provinces (Yala, Narathiwat, and Pattani); and 2) evaluate the outcomes of the learning management of participatory network for health schools in the three southern border provinces of Thailand. The study took the form of qualitative research using document study, activity participation, observation, interview and focus-group interview. Population and sample group identified by purposive sampling from the project working team members i.e. 3 project experts, 15 chairpersons of 15 networks/person, 100 administrators from 100 schools who did not act as network chairperson/person, 115 teachers responsible for the project from 115 schools/teacher, 15 representatives of learners' parents/communities from 15 networks, 2 persons from each network numbering 30 persons, core learners from 15 networks, 4 learners from each network numbering 60 learners making a total of 393 persons. The research instruments were a document synthesis form and a semi-structured interview form. Data collected from observation, interview, and document synthesis. Content analysis was performed to analyze data. It was found that 1) the model of learning management of participatory network for health schools consists of a concept of network integration according to schools' willingness. The network consisting of 5-10 schools spread out participatory responsibility to the schools to think, plan, decision-making, operate, take responsibility, solve problems, monitor, evaluate, and appreciate success together; 2) the evaluation of the project operation was done according to the 11 indicators stipulating the concept, principle, and operation procedures of the learning management. This contributes to the goal achievement of health schools in terms of having happy learners, happy organizations, happy school environment, happy family, and happy community.

Key words: Learning Management, Participatory Network for Health Schools, the Three Southern Border Provinces of Thailand

1. Introduction

The three southern border provinces; Yala, Narathiwat, and Pattani are fertile land with fruits resources and food crops under peaceful co-existence among different cultures and religions. As time passed by, insurgency events have led to prolonged problems and suspicion intentionally and unintentionally between the local population and the government agency. This resulted in poor health wellness of children and youth, the key development target in formal and non-formal schools and deterioration of cleverness, physical and mental happiness. It is so difficult for any individual or organization to tackle this serious problem. To promote their well-being, a cooperative effort from community and society is therefore crucial in the form of constructive participation; to think, plan, decision-making, operate, take responsibility, solve problems, monitor, evaluate and appreciate success together.

Over the previous duration, as an organization responsible for health promotion of children, youth and the country citizen, the Thai Health Promotion Foundation (ThaiHealth) has been fully aware of the significance of the mentioned health development. In the master plan of the ThaiHealth 2011-2012, particular emphasis was placed upon children and youth wellness through learning and participatory education management. Project of the Research and Educational Training Center, College of Education Sciences, Dhurakij Pundit University funded by ThaiHealth (2015 p.55), on the learning management by participation of community organizations for the benefit of children and youth health, had demonstrated the learning management of participatory approach by community bodies turned out to be an important process that aimed to building happiness for learners and community members from their co-working; to think, plan, decision-making, operate, take responsibility, solve problems, monitor, evaluate and appreciate success together. Due to the participation from all above sectors, the subsequent learners' achievement appeared at a higher rate.

Apart from this, operation via the model of educational network by community participation had resulted in consolidating the children and youth development through the schools' outstanding learning process in response to the needs of learners and people, especially in Yala, Narathiwat, and Pattani, the three southern border provinces including the special development area where education quality problems caused from stability issues and ongoing violence. In contrast, with the mentioned learning management of participatory network by community, such problems however, were no longer found in most communities around the schools. Moreover, less insurgency was reported because of the cooperation between schools and learners' parents such as Buketa

School network in Waeng District, Bukebakong School network in Yi-ngor District, Suan Phraya School network in Chanae District, and Sriwarin School network in Srisa-korn District, Narathiwat Province for instance. Joined the project since 2012, there were 100-300 students/school. But the number of learners was bound to decrease due to the current insurgency. They moved out to study in Islamic private schools where Islamic courses directly offered as they were suspicious of the public schools. Anyway, after their participation in the project and the project participatory approach was utilized, they turned to realize this awareness. Learning needs, particularly Islamic teachings were proposed by those learners' parents to be taught in schools, as well as history, professional skills, environment and health promotion. From keeping close eyes on their children, offering support, safeguarding schools, it was found even cigarette smoking behavior, hanging around, sexual problems apparently decreased while increased learning achievement found averagely 6-19%. Peace and stability returned to communities accordingly. Since the class offering religious knowledge and the parents' care in schools together with the schools and communities - to date, their children influxed to the local schools at a higher rate of 50-70%, in each school (Kla Tongkow, 2015).

The said fruitful learning management of participatory approach by community appeared as many as other 120 inspired schools in the southern border provinces to academically form up themselves and so called "Moddaeng Team (Red Ant Team)". It was a team of administrators in the schools directly affected from the southern insurgency happenings since the year 2004. Having considered education benefit from the learning management of participatory network for learners and the general public while the ongoing unrest problems could be likely reduced, the Team then asked to run similar project in line with the schools context. Application of financial support was subsequently requested from ThaiHealth via the channel of Education Foundation and Dhurakij Pundit University.

In this connection, from public hearing, data survey on learning management, brainstorming of problems and development needs of administrators, teachers from 115 schools by the Education Foundation associated with ThaiHealth, held on March 12, 2016 in Hat Yai Rama Hotel, Hat Yai District, Songkhla Province had revealed that stability and unrest hardship experienced most often in terms of economy, society, culture, administration and politics by those provinces which led to learning impact on learners living in the localities. In addition, their physical, mental and cleverness development required urgent improvement as follows. 1) Physical aspect; some problems found were malnutrition, sexual wellness, and addiction (cigarette and Kratom). Suggested solutions included

learners' health promotion by focusing on nutrition, fat disease, decreasing smoking habit and learners' sexual problems. 2) Mental aspect; originated from the local insurgency causing fear, orphans, mental stability, and discipline. So, enhancing learners' discipline needed religious support process, morality and ethics, 8 desirable characteristics according to the *Basic Education Core Curriculum B.E. 2551* (A.D. 2008) as well as having practical skills in religion principle to ensure a happy life. 3) Social aspect; forming up a group of adolescents and their misconduct were found. Recommendations were made on i.e. encouraging learners to perform in society contribution, supporting happy family and building a diversity of learning source in communities suitable to learners' lifestyle. 4) Cleverness aspect; due to low learning achievement of O-Net test over the past 3 years (2012-2014) which was still below the country's overall average mean, both language (Thai and English), mathematics, science, and social studies. Indeed, speedy solution therefore was a pivotal. From successful learning management of participation in the past, if the mentioned measure had been taken by all 120 schools, it was believed that the problem would be solved, and then learners' quality would also be certainly developed up to a certain level.

ThaiHealth therefore allocated some funds to the Education Foundation in implementing a project entitled "*Learning Management of Participatory Network for Health Schools in the Three Southern Border Provinces*". Under academic assistance from College of Education Sciences at Dhurakij Pundit University, the project adhered to the principle of participation process following its conceptual framework by co-working; to think, plan, decide, operate, take responsibility, solve problems, monitor, evaluate, and appreciate success together (Pinsuda Siridhrungsri, 2012, p.130). The objectives were to 1) support the solution and development of learners in the three southern border provinces to better their well-being in physical, mental and cleverness aspect, 2) bring about the learning management of participatory community network for health schools, 3) enable learners to learn about the integrated well-being between schools, homes, religious institution and local communities.

The project targets were as follows.

1. Project's content target, to meet with the ten-year wellness target of ThaiHealth and the government policy on education reform containing 5 following contents of activity issues and performance indicators. 1) Raising awareness of decreasing cigarette smoking rate. 2) Raising awareness of nutrition principle against fat disease. 3) Raising awareness of reducing sexual problems. 4) Morality and ethics. 5) Education quality to link with well-being i.e. appropriate age for literacy, analytical thinking and synthesis etc.

2. Indicator target according to components of a health school, through the use of participation method by community aiming at the inception of health schools according to 5 following criteria and indicators; 1) happy organizations, 2) happy learners, 3) happy school environment, 4) happy family and 5) happy community.

3. Target area of project operation was schools located in the southern border provinces that assembled up to 15 networks, 115 schools such as 1) Narathiwat Province; 12 networks and 91 schools, 2) Yala Province; 2 networks and 14 schools, 3) Pattani Province; 1 network and 10 schools.

4. Target and output indicators. Upon completion of the project, all networks/schools had successfully reached their goals including 11 output indicators involved with operation as of the set goal and target related to the learning management linking towards health schools i.e. happy learners, happy organizations, happy school environment, happy family and happy community.

To acknowledge the results for further project development, the research on the model of learning management was therefore conducted and to evaluate the *Project on Learning Management of Participatory Network for Health Schools in the Three Southern Border Provinces of Thailand*.

2. Research Questions

1. What is the model of learning management of participatory network for health schools in the three southern border provinces?
2. What are the outcomes of the *Project on Learning Management of Participatory Network for Health Schools in the Three Southern Border Provinces of Thailand*?

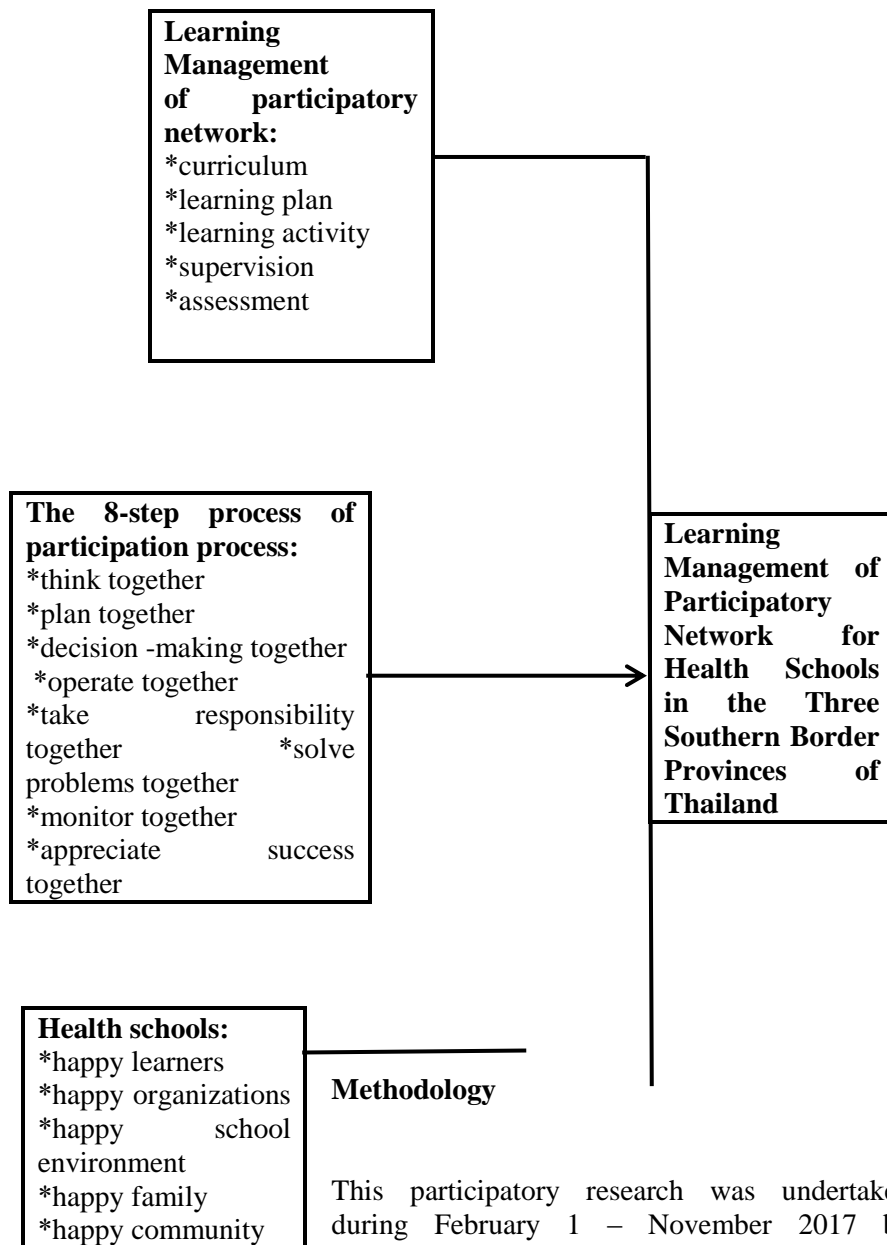
3. Objectives

1. To study the model of the learning management of participatory network for health schools in the three southern border provinces of Thailand.
2. To evaluate the operation of the Project on Learning Management of Participatory Network for Health Schools in the Three Southern Border Provinces of Thailand

4. Conceptual Framework

The learning management of participatory network for health schools in the three southern border provinces was carried out on the following basis harmonious with Thai society context in the three southern border provinces. 1) Learning management concerning curriculum development, learning plan, learning activity, supervision and learning assessment (Education Management Division, College of Education Sciences, Dhurakij Pundit University, 2017). 2) The 8 steps of participation processing method by networks i.e. to think, plan, decision-making, operate, take responsibility, solve problems, monitor, evaluate, and appreciate success together (Pinsuda Siridhrungsri, 2016). 3) Five components of health schools relevant to happy learners, happy organizations, happy school environment, happy family and happy community (Thai Health Promotion Fund, 2016) as shown below.

The Learning Management of Participatory Network for Health Schools in the Three Southern Border Provinces of Thailand



study from reports and from questionnaires of each activity. Details of population, sample group, instrument for assessment, data collection, data analysis and data presentation explained as below.

1. Population and sample group identified by purposive sampling from the project working team members i.e. 3 project experts, 15 chairpersons of 15 networks/person, 100 administrators from 100 schools who did not act as network chairperson/person, 115 teachers responsible for the project from 115 schools/teacher, 15 representatives of learners' parents/communities from 15 networks, 2 persons from each network numbering 30 persons, core learners from 15 networks, 4 learners from each network numbering 60 learners making a total of 393 persons.

2. Studied variables as of the research conceptual framework included 5 issues of learning management, 8 steps of participation process and 5 components of a health school.

3. Research tools used were observation, interview, report study and synthesis form.

4. Data collection was done as the mentioned above methods by evaluator (s).

5. Data analysis included content analysis from the studied variables as well as the research conceptual framework.

6. Data presented in essay type associated with figures.

5. Findings

1. The learning management model of participatory network for health schools in the three southern border provinces

The mentioned learning management organized by both formal and non-formal learning system following the 5 issues of learning management relating to 1) school curriculum management and development, 2) preparing learning plan, manual and learning media, 3) organizing teachers' learning activities, 4) supervising with academic support for teachers and 5) learning assessment of learners, networks and schools consistent with the three southern border provinces circumstances; Muslim community identity, social and culture, insurgency and stability difficulties affecting the schools' health or health schools. Elaborated concepts, principles and processing steps were as follows.

Concepts: Voluntarily and informally combined into schools' networks with same religion, same faith and philosophy, same context in same area, same society and culture, same problems & needs or in same organization, the schools played the host network role as well as the school network to make arrangements of health education for the network learners and schools in physical and mental

health, social and intelligence aspect. Through the **principle** of participatory decentralization of responsibility joined by families and local communities with freedom, trust each other, education empowerment, checks and balances with the 8 following steps of **participation process** by administrators, teachers, families and communities; to think, plan, decide, operate, take responsibility, solve problems, monitor, evaluate, and appreciate success together which resulted in the 5 components of a **health school**; 1) happy learners, 2) happy organizations, 3) happy school environment, 4) happy family and 5) happy community. As part of achievements, academic assistance was provided from a higher education institution, the Office of Educational Service Area where the network schools attached, local vocational institution and educational experts of the Project and those concerned as displayed in Figure 1: The Learning Management of Participatory Network for Health Schools in the Three Southern Border Provinces of Thailand.

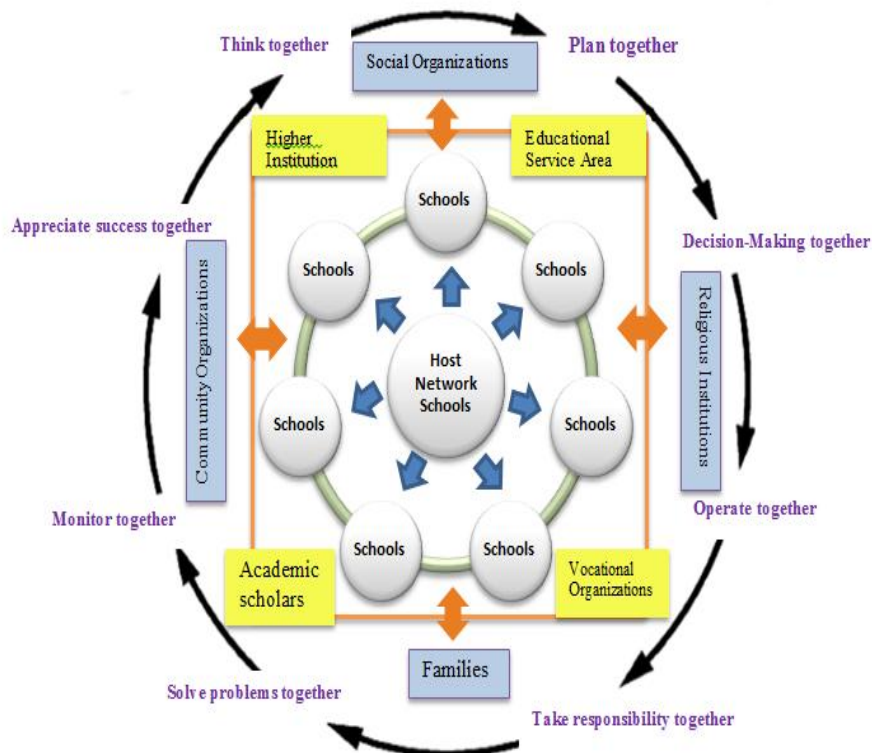


Figure 1: The Learning Management of Participatory Network for Health Schools in the Three Southern Border Provinces of Thailand.

2. Evaluation results of the Learning Management of Participatory Network for Health Schools in the Three Southern Border Provinces of Thailand.

2.1 A working team at central level was appointed, consisting of a project manager, educational and health experts, educators, administrative and financial staff to coordinate and assist the learning management of participatory network of health schools. At network level, there were networks' school administrators, teachers' representatives, learners' parents, communities and local wisdom fellows. Meanwhile, support from the central ranging from academic assistance by means of participatory management in concurrent with analysis study, providing knowledge and developing the project staff. In other words, handbook for the project operation was prepared. In addition to the manual, meetings were organized to keep stakeholders informed of the project progress. So did the networks' sub-projects. Also carried out were supervision, teacher development workshops on curriculum development plus a wellness additional single course, knowledge sharing seminar during the project ongoing, workshop on lesson learned and lesson learned book publication, seminar on lesson conclusion, coordination, dissemination and public relations via media either technological or printed media as well as other supports resulted earlier from the past assessment while operating the project. As planned, the operation went on with efficiency in terms of cost effectiveness, utmost benefit to learners, families, communities of the network, effectiveness in cooperation and satisfaction of teachers, families, community, stakeholders including working group at each level helped manage the learning to have meaningful impact on health schools.

2.2 Results from the learning management of participatory network for health schools in the three southern provinces. Each network comprising 5-10 schools formed up informally and voluntarily in a total 15 networks by 120 schools with the same concept, philosophy, belief, problem and need, society and culture, and same affiliation in nearby locality. They adhered to the principle of participatory decentralization, empowerment, knowledge-based, freedom, trust, checks and balances in order to accomplish the above target of 5 following components; 1) happy organizations, 2) happy learners, 3) happy school environment, 4) happy family and 5) happy community.

2.2.1 Learning management. Each network worked on positioning the project management along with identification of the target of 5 learning contents; 1)

awareness and prevention of cigarette smoking and drugs, 2) awareness and prevention of malnutrition and fat disease, 3) awareness and prevention of sexual problems, 4) morality and ethics and 5) educational quality connecting with wellness in body, mind, emotion and intelligence of learners by developing schools' curriculum, learning plan, teachers manual, parents and community manual, educational media, learning activity corresponded with learning contents that required learners' actual practice. For example, analysis and health risk assessment in schools and community, baseline survey of community health, walk campaign to refrain from cigarette smoking in public, growing non-toxic vegetables, healthy food cooking, morality camping, safe school and community environment, healthcare booklet for learners, etc. and evaluation of participatory learning by teachers together with parents, families and communities.

To develop a curriculum, teachers' manual, and various learning media, any capable school skillful in specific area would take a lead in the task with other network teachers. From that point, the network schools would take the curriculum, learning plan, guidebooks, educational media which previously developed together to organize learning activities in their schools before returning for their joint assessment. Shortly, this came to the culture of learning management by participation of administrators and teachers from each school through 8 participatory steps. The network chairperson would provide facilities under academic support from a higher education institution, the Office of Educational Service Area where the schools attached, vocational institution, project experts, organizations concerned from the public and private sector, local administration organization and other social institutions located in those communities or outside communities deemed suitable to participate and give support to the operation i.e. hospital, police station, masjid, sports club and housewives club for instance.

It was discovered the following 8-step participation process was employed according to context of the network and schools.

(1) Think together, the networks and schools organized a community forum for teachers, administrators, schools committees and stakeholders in community to learn about problems encountered and needs of learners, parents and community. Schools vision was then identified together with expectation to achieve the learning management of the networks and schools.

(2) Decision making together, once comments from personal views needed to decide together in any activity affecting management, gain & loss of learners, the people, teachers, administrators, schools committees and

stakeholders would then make a decision based on available information of the networks, schools and communities.

(3) Plan together, in the project operation according to the organized community forum, both strategic plan, development plan and operation plan. Identification of project, health activities according to the contents target in harmony with learners, parents and communities' needs.

(4) Operate together, any assignment initiated from thinking and planning together, the network chairpersons, administrators, teachers, schools committees and stakeholders would operate the identified mission together.

(5) Take responsibility together; in co-working and the task outcomes turned out positively or negatively, the network chairpersons, administrators, teachers, schools committees and stakeholders would take responsibility together in the consequence of action without leaving the problems to someone. The responsibility usually rested with level of responsibility i.e. administrators were responsible for administration; teachers had teaching responsibility, learning experiences management, learning development and wisdom learning. At the same time, parents rendered support where possible and monitored their children's learning behavior while the communities in charge of assistance in learning activities and resources mobilization for instance.

(6) Solve problems together, problems from management or operation would be solved out together by the network chairpersons, administrators, teachers, schools committees and stakeholders.

(7) Monitor and evaluate together, in the operation period and post-operation, the network chairpersons, administrators, teachers, schools committees and stakeholders altogether joined the monitor and evaluation of the planned work for betterment and development. In learning assessment, parents or wisdom people were also allowed to take part in learners' assessment.

(8) Appreciate together, when the outcome achieved from co-working management with the network chairpersons, administrators, teachers, schools committees and stakeholders, all expressed their satisfaction, appreciation in feeling expression forms such as congratulations, honoring, awarding etc. including lessons learned activity together.

Evidently, unity was a result from networks assembly to deal with the network administration management, switching from competition to helping each other instead. Solving academic problem together in communities was done through Professional Learning Community (PLC) model by teachers, administrators, parents/families and relevant communities. In consequence, there happened to be a development of work quality and learners' quality according to the set goal with favorable impact on families, communities' strength and stability in the area as well.

2.2.2 Operation outcome of target indicator was achieved according to identified indicators of the overall project as follows. 1) There was risk assessment according to health target in every network school. 2) Identification of health target in 5 contents and completed the operation as earlier targeted. 3) Networks and every network school created learning innovation both curriculum, individual subject, learning media i.e. papers, e-media and online media. Learners prepared their own booklets as a result from their successful learning. 4) Learning plan was developed to be utilized in every network school. 5) Networks and schools cooperated with parents and communities in promoting learners' health i.e. agreement made between schools and parents, drug campaign to prevent from alcohol drinking and cigarette smoking, sports, and learners assessment from manuals prepared by schools to monitor and develop learners etc. 6) There were a total of 1,275 core learners or 167.76% of the target. 7) There was a total of 416 core parents or 152% of the target. 8) There was a work connection from schools to families and communities. 9) Higher echelon made use of the project operation outcome in developing learning management. 10) Lesson learned together by the networks and schools, a result from co-working. 11) Each network asked cooperation from parents, communities' representatives, and communities' organizations including higher education and vocational institution to provide related activities i.e. Tambon Health Promotion Hospital was to give health knowledge to learners, drug prevention by police, and healthy cooking details corresponded with local resources by health wisdom individuals. 12) There were networks for expanding the results i.e. network in Yala and Pattani Province were reported in preparation stage to join the project later on.

2.2.3 Operation outcome towards health schools as follows.

(1) Happy learners, with participatory approach in network and schools' operation and the assigned core learners to participate in every activity linking with communities of every network. It was learning by doing on problem-based and need-based. In terms of learners' participation in every activity, as many as 15,784 learners attended the activities, averagely 1,052 learners/network or 138 learners from each school or a diversity of 95% participated in classroom to actual practice under the networks context i.e. survey of community health, nutrition campaign, non-smoking behavior, older brothers/sisters taught younger brothers/sisters, learners' literary quality by integrated booklet proposing ideas, telling story, search of contents with illustration. Next was book-binding to make up a book from integrated groups' work by co-working till becoming skillful. Fortunately, opportunities were given to learners to present the

networks' achievements and their role as resource persons in the seminar for core learners etc.

What had happened to learners in the aspect of knowledge, thinking skill, analyzing skill and practice, attitude towards non-smoking, awareness and appreciation of food in choosing healthy food, obviously caused changes in behavior. Participation in activities and from the networks and schools' learning reflected in their activities presentation. With pleasant smiles, they were enthusiastic to give information and ideas emerged from essays. They participated in knowledge sharing activity both at school level and network level. Besides, the project administration offered them an opportunity to attend the lesson summary seminar at ratio one-fourth of the seminar participants. All learners spoke the same thing they really enjoyed with health activity. The participation enabled them to apply knowledge and experience in self-development and forwarded to their families till became a normal practice. This proved the health learning management via active learning, especially the learning and practice of the eight basic virtues; diligence, frugality, honesty, discipline, politeness, cleanliness, unity and goodwill leading to physical, mental, social and intelligent happiness of learners.

(2) Happy organization or happy school, in general, school organization consisted of teachers, administrators, learners, buildings and school atmosphere. As the operation mechanism, learning management activities were organized by participation process, particularly the *Project on Learning Management of Participatory Network for Health Schools in the Three Southern Border Provinces*. Clear picture could be viewed at two levels affecting each other leading to happy schools. To elaborate; 1) at school level, it was collaboration of teachers, administrators, learners and school committees and 2) at network level, it was collaboration of teachers, administrators and learners from other network schools with support and participation from other organizations such as families, communities, public and private organizations and local administration organizations in activities held by the networks.

From interview and observation of the networks' chairpersons and school administrators of each network, it was learned never before those schools had such close academic interaction. Mostly, cooperation would take place only by the command of higher echelon. Perhaps, there may be a latent competition or work separately. But because this project, administrators voluntarily gathered with the same faith, philosophy, context, affiliation and or the same problems. After gathering, they then began to think, plan, decide, operate, take responsibility, solve problems, monitor, and evaluate together. This kept them

even in closer relations and helped each other in terms of administration and management and finally led to a success and enjoyed the success together.

The same way, the teachers who used to work just within their schools but in this co-working on curriculum development, learning plan, teachers' manual, and instructional media permitted them to consolidate academically in sharing knowledge, instructional development to health as well as integrated other learning contents groups toward the same direction which eventually became the professional community of teachers' network.

Obviously, the picture of administrators, teachers and learners' happiness was the happiness of both school and network level. If continued support could be provided further from their upper echelon and outer organizations, academic and health empowerment would certainly follow thereafter to ensure sustainable health schools and health networks in the near future.

(3) Happy environment, the general educational environment normally mentioned in the aspect of social, economic, cultural, political, administration, environment and population. For schools in the three southern border provinces of Yala, Narathiwat, and Pattani where glorious social and culture, their identity has remained for a long time in the fertile land of fruits and food crops, they unfortunately have faced with unrest from insurgency incidents threatening their lives and assets, particularly, the local schools in the past two decades. As a result, families (learners' parents), communities, and the public sector suspected each other over some time. The objective of informal forming up of Mod Daeng Team (Red Ant Team) by administrators from about 100 schools in some part of Yala, Narathiwat, and Pattani was to help each other in social aspect and solving their educational problem at a certain level. When they received support linking with educational quality and virtues from ThaiHealth, Education Foundation in cooperation with Dhurakij Pundit University, they found unity and assistance not only the aspect of social and culture but also discovered a cooperating mechanism in educational management that led to health of teachers, administrators, parents, communities' leaders as well as other sectors toward stability and peace in the territory at last. In other instances, when there was a sign of unrest, the schools would be informed by learners' parents and communities to keep full alert.

(4) Happy family, basically most Muslim family included parents, sibling, and grandparents according to their culture and tradition. Some are extended family or nuclear family. Owing to Muslim way, it is however impossible to limit their children as in other societies. Each family therefore has many children, different

from other religions but they are in peaceful co-existence at a certain level. The mentioned violence has effects on families, youth or learners at a certain level. In addition to misunderstanding between schools and learners' parents, economic problem as well caused a lack of care from their families. When learning management activities organized by participatory network of communities, families or learners' parents following the criteria of identified project's outcome indicators. There were as many as 4 indicators as follows. 1) Network and every school cooperated with families and communities in setting safe environment free from all vices - an individual school was to hold at least 3 activities. 2) Network, every school run their own promotion for a happy family through learning activities together with learners, teachers, and parents such as good family relations, self-reliance, to decrease and prevent the health risk factors. 3) There were at least 2 representatives of families and core communities who could join schools' activities connecting with families, masjids and communities. 4) There was a holistic and united collaboration in community health activities between schools, families, temples, masjids and communities together with active and closely support from a higher education institution and experts causing schools and families joined hands in hands to improve learners' learning via schools' activities that lastly led to families happily co-existence.

(5) Happy community, here community referred to the forming up of work organizations according to the social context and local culture comprising area boundary, individuals, families, organizations, club, religious institution, public and private sector's work units and other community institutions. These organizations participated and organized health activities of schools' network. In this regard, the following output indicators related to communities were identified by the project and reached their goals as follows. 1) Network and every school cooperated with families and communities in setting safe environment free from all vices - an individual school was to hold at least 3 activities. 2) Cooperation with communities as a model to enhance health condition of learners, children and youth. 3) At least 2-3 representatives of core communities totally 262 were allowed to join activities with schools leading to connection with masjid families and communities. This number exceeded the set target at 143.89%. 4) There was a holistic and unified collaboration in community health activities between schools, families, temples, masjids and communities together with active and closely support from a higher education institution and experts. Comments from the network chairpersons, school administrators, teachers and parents' representatives mostly indicated all communities' bodies were recognized and provided with opportunities to participate in activities held by the networks and schools or upon their requests,

no matter from the local administration organization, health promotion hospitals, police office, religious leaders/masjids or housewives' club for instance. Concretely, the learners' health was proved taken care by community. Once children, youth or learners were well looked after by all parties, communities' problems arose from children and youth therefore lessened resulting growing communities' wellness and led to communities' common happiness at last.

6. Case study of Learning Management by the Networks

In terms of administration management by the said participatory approach, it was revealed the networks and schools managed on their own under the principle of academic empowerment, freedom and trust each other. They took turn to take a lead and follow up by taking turns to skillful lead the activities while other schools followed in the organized activities. For example:

Lubor Kayor School Network: Lubor Kayor School acted as the host network, skillful in turning rubbish into gold. So, it took a lead in preparing manual, learning media for further use by other schools. In the meantime, other schools having skill in developing Islam teachings would take a lead in developing curriculum and teachers' manual to be used by other network schools too. In case of common problems in some activities i.e. Thai language clinic activity to solve literacy problem. Every school under the same network must conduct analytical thinking to deal with the problems, develop curriculum, teachers' manual and learning media together and use them together within the network. Moreover, the application of the King's philosophy which became an innovative administration model of the network called CAP Model; C: Comprehension, to build knowledge and comprehension among co-workers; Awareness: to raise awareness of problem and work together; P: Participation, to encourage participation by the network schools on knowledge-based and virtues-based that came up with active cooperation and support received from administrators team, teachers, learners, their parents and affiliated networks. These made organizing activities in Pattani network project with strengthened disciplines and attention in health problem achieved according to objectives, goals and activities indicators with cooperation from various sectors in organizing activities to think, plan, decide, operate, take responsibility, solve problems, monitor, evaluate and appreciate success together in line with guidelines of learning management of participatory network for health schools (Je Sulaiman Bamae, 2017).

Lalo Network: Formed up by 8 schools in 4 Sub-districts of Rue-sor District, Narathiwat Province. A new administration pattern was thus initiated namely PISED. P: Planning together, I: Interaction while working together by 6 actions;

to gather, to think, to operate, to take responsibility, to evaluate and to appreciate together. S: Supervision, to pay a visit for solving problems and cooperative work development. E: Evaluation, to evaluate work performance together. D: Development, to develop work together by the applied administration model. Then followed by an initiative of innovative learning, both “good community, early warning sign of drug” and 2 learning plans were developed for further use in every school. Also prepared were a manual for organizing adolescent activities; more attention to comprehensive sex education, well-being manual, virtues classroom manual, test paper for activity safe life, do not take a risk, teaching plan on wellness activity and plan for organizing adolescent activities, more attention to sex education, a total of 2,041 Akhirah book banks of children/child in the network, learning media corresponded with health i.e. media for cooking, comprehensive sex education, drugs, morality media leading to Islamic way of life, and literary media (Charan Lemcharoen, 2017) which thoroughly exceeded the indicators identified by the project. The project mission thus reached its goals in better change of physical, knowledge, morality and health development of learners and teachers.

Pattani Network: The network consisted of 10 schools in Pattani Province from Yaring District, Yarang District, Nongchik District, Mayor District and Panareh District. Ban Prang School served as the host. PTCR Model was used in applying administration. P: Planning the operation by reflecting vision and identified strategy together. T: Teamwork by coordinating all parties to participate in the operation to fulfill the mission. R: Respect by welcoming and honoring each other in the task. The said management allowed parents to come and discussed the risk behavior of learners. To solve the problems, they offered cooperation and kept their eyes on their children. In concurrent, the school administration, teachers, janitors and teachers on duty were assigned to monitor learners’ behavior with weekly reports to the school administrators. That’s why learners’ behavior changed positively. They tried to avoid drugs, alcohol drinking and cigarette smoking (Songiflee Udomset, 2017) in line with the goals set.

Factors influencing the success included good administration management, knowledgeable personnel with capability, sincerity, and leadership through the use of step-by step participation, knowledge-based operation, sufficient and flexible budget, freedom, trust, information and communication technology specially the line application within the networks, favorable relations, and friendly network, all played a vital role in the project’s success. It is deserved to be a prototype for learning management in other schools and for extending results in the future days.

Problems and difficulties encountered: For overall picture of the project operation, only very few difficulties encountered. Or if any, each network could handle its own i.e. remote, activities organized in different duration or priority and overlapped mission for instance. Nevertheless, some problems could not be tackled by its own network due to natural disaster and security hazard as below.

1. Floods lasted longer than the past year for almost 4 months (November 2016 early February 2017). It was such a hard time for the networks and schools to make arrangements preparation. Some activities must be postponed. So did the project administration's monitor and supervision because some activities needed to be adjusted and merged.

2. Unrest situation in the territory, apart from the floods, the project's networks and schools in the three southern border provinces also faced with increased severe insurgency events during the month of March-May 2017. It required a careful attention for the working team's monitor and supervision when entering the target area. In some occasions, the planned trip must change its entering style during the mentioned period. From individually supervision of the networks and schools, it was the combination in the area according to the context, 2-3 networks/area where expected to be safe. The worst situation seriously led to effects on learning management and health of children and youth or learners in those zones. And so, all parties concerned should take precaution and pay more attention to this challenging issue.

7. Recommendations

Recommendations for the operation

Because of existing problems and possible occurrences, the following are recommendations for project development and learning management for well-being in the three southern border provinces.

1. The long and continued floods in the first phase made the project's administration team and networks joined in agreed cooperation to adjust the work plan and activities appropriate to the situation with the utmost benefits to learners. For example, adjusted supervision plan from entering the area to be supervision from meeting, knowledge sharing seminar and monitor from line application and telephone. Besides, the networks and school put off activity arrangements or made adjustment to some activity space using communication and technology as coordination tools. The use of communication and technology therefore turned out to be crucial in handling the project that worth using constantly.

2. Under the uncontrolled violent circumstance in the above three provinces, a careful cooperation from all parties is required with concern over security of the working group, teachers and administrators. The change of time and operation area must therefore be done consistent with the situation and cooperation from families, parents, and communities in the form of thinking, working, monitoring and evaluating together seriously according to the project's principle. Based on trust and honor, they recognized each other, no matter they are from the public or private sector, local administration organization, the general public, families, communities or social bodies in communities.

3. The success factors discovered from the above project's observations should be continually enhanced, both the network influential leadership, academic empowerment, expenditure monitor, providing financial and accounting knowledge, and building Professional Learning Community (PLC), particularly the integration of the project's activities to routine learning activities following policy and core curriculum of the Basic Education including the project administration, ThaiHealth and their upper echelon. Eventually, the success in health learning would result in strengthening learners, children, youth's body, mind, society and their intelligence as a whole.

4. In case of similar project be undertaken, it is strongly recommended to spread to all affiliated schools in the three provinces zone so as to create a connection of learning management of participatory network to ensure more powerful impact on learners, children and youth intensively.

5. From the lesson in learning management of participatory network to health schools that geared to happy learners, happy school organization, happy school environment, happy family, and happy community, it is an essential foundation for education development in the three southern border provinces. It is recommended the upper echelon, development offices and stability offices to study the model and mechanism and apply as development guidelines for solving problems mission in the overall area - another way to bring back peaceful hometown to the people.

Recommendations for further research

To conduct a comparative study in learning management of participatory network by community with learning management of participatory community (without network) in the three southern border provinces.

To conduct an in-depth study of impact on learning management of participatory network for health schools on families and communities in the three southern border provinces.

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Family-Friendly Beach Tourism in Malaysia: Whither Physical or Man-Made Determinants

Assoc. Prof. Habibah Ahmad
Universiti Kebangsaan, Malaysia

Prof. Hamzah Jusoh
Universiti Kebangsaan, Malaysia

Abstract

Beach tourism is one of the oldest tourism activities in the world. While the popularity of the 3s seems to attract visitors to beaches, there are studies that dictate the importance of physical properties of beaches. On the other hand, the man-made or human-centred environment such as facilities, accessibilities and knowing who the users are, become more pertinent as determinants of beach family users. In fact countries/ destinations such as Australia and the United States of America, have established family-friendly beaches as one of their niche beach tourism. However, studies that dealt with what families warrant as family-friendly beach tourism in Malaysia have not been fully explored, and therefore raise questions pertaining to the family users and the family-friendly beach destination. This study aims to identify who are the family beach's users and what are the determinants of family-friendly beach tourism in Malaysia, and to explore whether these choices are deemed determined by physical or man-made environment. In this study, a case of Port Dickson, a popular beach located near the capital city of Malaysia is chosen. A total 730 families responded to the survey carried out with face-to-face technique at the beaches of Port Dickson. The study found that the family users have their preferences of activities, beaches, companion, motivation, time allocation and spending. The overall determinants of family-friendly beach destination are factors across physical to man-made beach properties. This study suggests that popular beaches have to instil back their physical properties with the man-made properties to ensure families are favourable of family-friendly beach tourism.

Key words: Family-friendly beach, family users, man-made properties, physical properties, tourism

1. Introduction

Beach tourism is one of the oldest tourism activities in the world. Today, beaches represent the main focus of global holiday tourism; they have become an icon of contemporary tourism (Holden, 2016; Honey and Krantz, 2007, Houston 2012, Roca, Villares, and Ortego, 2009, There are many reasons why users flock to beaches. While the popularity of the 3s seems to attract visitors to beaches, there are studies that emphasized the importance of physical properties of beaches. On the other hand, the man-made environment such as facilities, accessibilities, knowing who the users are, has become more pertinent as determinants of beach users (Roca et al. 2009). In fact, many tourism stakeholders have established family-friendly beaches as one of their niches in beach tourism, and destinations includes Australia, UK, Hawaii, Greece and the United States of America (Carolyn Staines Joan, Ozanne-Smith 2002; Travel Channel, 2017; Child Family Escape, 2017; Mintel, 2009; Pallant, 2016).

In Malaysia, beaches have a long history in tourism destination and development. Taking the historical evidence from the British era, beaches are developed as one the main attractions in Penang and Port Dickson. The beaches are furnished with facilities suitable to the needs of the colonials during that time. In the contemporary era, beaches are recognised as the major destination in the country. However, there remain claims that beaches have been degraded due to pollution and over-development. In fact, among the Malaysian scholars, beaches are often been the cases of research pertaining issues of development and over exploitation; where by beach pollution, debris, erosion, flooding and degradation of coastal areas seem to be quite popular among them ([Praveena et al. 2013](#), Muhammad Aizuddin et al. 2014; Mohd Lokman Husain, Rosnan Yaakob and Shahbudin Saad 1995). On the other hand, studies on the beach users' interests and their voices have been quite minimal in terms of searching the best practices among the stakeholders'.

From the above mentioned scenario, there seems a gap on the approach of managing beaches especially for families market. In fact, studies that dealt with what families warrant as family-friendly beach tourism in Malaysia are not fully explored, and therefore raise questions pertaining to the family users and the family-friendly beach destination. This study aims to identify who are the families' beach users and what are the determinants of family-friendly beach tourism in Malaysia, and to explore whether these choices are deemed determined by physical or man-made environment. This study was undertaken in Port Dickson, one of the popular beach destinations in the country.

2. Literature Review

A beach tourism literature captures the subject in various aspects, especially on beach and beach tourism, family friendly beach destination and families as beach users. All these information guide the preparation of the questionnaire and beach observation during the study.

2.1. Beach and Beach tourism

It is crucial to determine the definition of beach and beach tourism in this study as it helps to understand its complexity as an ecosystem and also, from the perspectives of various users, including families. According to scholars, beaches are multidimensional systems where human and biophysical subsystems are in a continuous, dynamic and complex relationship. According to Constanza et al. (2006) beaches act an ecological system that supply different services for the benefit of the society like erosion and flood protection, biological control and provision of recreational and cultural values. Beaches are one of the most important natural capital assets found in coastal areas (Brenner et al., 2010). They provide various environmental services, e.g., recreation, habitat protection. In terms of physical dimension, beach width is defined as the distance between the shoreline and the start of the beach. The beach length refers to its total shoreline distance (Döweler, 2015).

What comprises beaches as the tourism attraction has been studied in the motivational aspects of tourists as well beach users. In fact beaches are categorised according to the natural properties, users and location. In many countries, beaches are categories in various aspects including urban and rural beach as well as public and private beach. Beaches and near shore waters give opportunities for sunbathing, relaxing and numerous activities such as swimming, surfing, yachting, fishing, jet skiing and birdwatching. Beaches are important recreational and leisure areas for the economics of coastal countries (Vaz et al., 2009). Due to the increasing popularity of beach tourism, coastal regions have become the main destinations and competition between them is increasing (Blanke & Chiesa, 2009). The contribution of tourism to the economy of coastal regions highly depends on natural environmental conditions of the area and quality of services provided (WTTC, 2010).

In terms of spatial features, beaches are complex dynamic area where the residents of the city may prefer to choose according to the closeness and accessibility of the beach and the domestic tourists who come from other cities and international tourists from other countries. The complexity may further

increase with the difference of users as hotel accommodated users and daily users. Beaches are also complex social ecological systems where different processes occur including physical, ecological, and recreational activities (James, 2000).

Hence, in terms of definition, there is no one concrete definition of beach tourism. Generally, beach tourism is considered travel for recreational, leisure or business purposes specifically on beaches. According to the ICMTS, beach activity is the sub-sets of coastal and marine tourism that include recreational activities at the coastal zone (Oram 1999).

2.2. Beach users and family users

Beach users remain one of the markets be they in the domestic or international tourism segments. Beach users are often influenced by their demographics, attitudes, knowledge, activities and access (Wolch and Zhang, 2004). Typically, these users rated beaches that they have visited according to seasons and days on the week, generally being highest in summer, during holiday periods and on weekends (Cervantes et al., 2008; Dwight et al., 2007; Guillén et al., 2008). Beach users are typically local residents, except at beaches with a high availability of nearby accommodation (Bridson, 2000; Dwight et al., 2007; Roca and Villares, 2008). Seeking a better understanding of how individuals perceive beach destination including quality is very relevant for beach managers to engage a particular strategy towards integrated coastal management. Consequently, comprehensive information of user expectations and demands should be added to the assessment enhancing a better-informed process.

One of the beach users' segments is the family tourists/ users. Their users and activities have much related to their behaviours as families, keen of family bonding, care for children and activities everyone can share. Also of their concerns are family safety, water suitability for bathing and water sports, and risks from natural disasters, including tsunamis.

2.3. Family-friendly destination

Family friendly is one of the labels used to attract families' users in many tourism destinations. From the literature, family friendly constitutes facilities that have given special attempts to the needs of family tourists inclusively taking care of every family members from the children, wife, husbands as well as extended family's needs. Several authors refine family friendly destination based on the existing practices from the selective market, example Singapore,

UK and other tourism sub-sector, family friendly destination comprised facilities that meet each of the family tourists. One significant point from this evidence is the family friendly destinations that concentrate on the growing kid's as a determinant of travel. Apart from children, family friendly destination comprised facilities centred to family safety and leisure. Meanwhile the family friendly destinations are moving towards engaging family with animals and educational purposes. This is indeed pertinent as the growing family travel, besides giving priority to family members, also considered individual time including the parent vacation time.

However, during the consultation of the family friendly beach in Australia, several issues pertaining to the term "family friendly" arise: This includes: Lack of clarity as to what "family" actually meant, in a culturally diverse community it is likely to have many meanings. ·ii) Diversity of family structures and cultures is likely to be matched by a diversity of needs and preferences. The "family" focus was offensive as it excluded all those who did not fit the family stereotype. No strong commitment to this term among beach managers and others. Hence, to ensure family-friendly beach tourism destination, family characters, needs and preference have to be attempted and accepted by the public and stakeholders.

2.4. Determinants of Family-Friendly Beach Tourism

There are many studies that have been undertaken to determine the underlying reasons why beach users choose beach tourism specifically and generally, in both developed and developing countries. From the streams of studies, there are four perspectives which can guide the determinants of beach tourism.

a) Physical Properties as Beach Determinant

The elements of physical factors were also deeply discussed by the environmentalists who often seek to prove the sea water is safely suitable to users in terms of bathing and water based activities. In this respect, studies that emphasized the physical properties put much pressure on the needs of these attributes. The physical entity weight has also been the central issue for beach management. Furthermore the physical contents were measured and highlighted in the journals, and only a little was disseminate to the public.

Looking in the physical properties, the early work on tourism has highlighted the "sun and sand tourism" clearly showed the availability of beaches was a clear prerequisite for the development of tourism. Rodney (2000 496) revealed that in order to improve the quality of beach environments, it must begin with the

understanding of beach environments. In spite of the recreational users are prioritized in many cases, patterns in beach user's behaviours and addressing their attitudes and perceptions are missing (Roca & Villares, 2008: 315). Basic concepts that have been questioned within beach user perceptions are clean water, clean beach, safety, parking area, and access to the beach, comfort, good facilities (toilet, restaurant, changing cubicles, booth, and rentals of deckchairs/sunshades).

There are also specific explorations of the physical properties as determinants for users (Pereira et al., 2003). This include sandy beach as determinants, including the dunes, beach scenery and surf zone (Jędrzejczak, 2004). Others, have focused on the climatic influence as the determinants of beach destinations. In fact, Michelle and Scott (2016) found significant difference on the preferred temperature between the international and domestic tourist, a slightly warmer between 27 -30 Celsius for internationals compared to the 25–30 Celsius for domestic beach holidays respectively.

Some authors question about the value of clean beach as the physical properties (Ballancea, et al. 2000). Water quality and sand cleanliness are very important aspects for beach management. Previous studies in Turkey showed that an absence of sewage and litter, water colour and clarity, absence of noise, quality of built environment and landscape features are the top five parameters for choosing a beach (Ergin et al. 2003, Ergin et al. 2004). Similar preferences were identified by Cervantes and Espejel (2008) in Brazil, Mexico and USA, where users at all sites liked the sand and agreed that seawater and sand beaches should be clean. Proximity is the main reason to visit a beach on the north coast of Colombia. This has been quoted by several authors in many countries, and beach managers should include distance from the beach to urban areas as a crucial factor in making decisions.

b) Man-Made Properties as Determinant

The importance of man-made properties has been most discussed with relation to the infrastructures, facilities, accommodation and other services to beach activities and sport. Some authors highlighted the tangible factors in several beach rating schemes and award programs over the last twenty years or so.

While the choices are determine by the man-made properties, recent studies, assert on the cultural factors among beach visitors, including safety. The existence of resort that is inclusively friendly to users help compliment for beach destination. On the other hand, studies on the man-made occurrences that will

make visitor avoid beaches include littering, have sanitary problems and sewage and polluted waters and sand (Santosa et al., 2005). On a wider scale, the man-made properties include the promotional campaign and marketing strategies, as well the government strategies in positioning the beaches as destination.

c) Physical-Man-made Properties as Determinant

The third perspective is the balance of physical and man-made as determinants of the family users. The choices are not only due to the natural setting the beaches, but also by the facilities that are developed and maintained for the families and users. According to Roca (2009) the beach managers could adopt methods to control the beach quality covering environmental, physical and social aspects. The European Blue Flag is probably the most widely known and prestigious beach award in Europe, was based on 26 specific criteria covering aspects of environmental education/information, water quality, environmental management, safety and services.

The combination of the physical and man-made properties is some of the contribution of recent scholars. Jędrzejczak (2014) suggests that fresh air is the most important 'product' that beaches offer to us in accordance with the concept of ecosystem goods and services from Constanza et al. (2006). Naturally, such activity needs some shore-based recreation infrastructures, i.e. 'promenades', beach access, waterfront housing development, car parks, camp/caravan/picnic sites, playgrounds, swimming pools, service areas, beach facilities, walkways and walkover structures, coastal protection structures, sand beach nourishment, moorings, boat docks, marinas, navigation canals, reclamation of coastal wetlands, drainage and stream canalisation.

Based on the experiential of developing score Card, several authors emphasized both physical and man determinants. Several standards for beach management tools and approach such as Blue Wave Campaign, also combines the needs of physical and man-made properties. These include water quality guidelines, bacteriological indicators, industrial or municipal discharges, no algae or other vegetation materials accumulating and decaying on the beach and lifeguards or first aid officers on duty. Meanwhile National Healthy Beaches Campaign (NHBC) Certification reflects a demonstrated commitment to promoting the awareness of environmental and safety issues facing all beaches, while presenting beach as a desirable travel destination. The National Healthy Beaches Campaign (NHBC) on a similar initiative promotes balance between recreational use of nation's beaches and maintaining the environmental quality and safety of this prized resource.

d) The Users and Beach Managers' Perspective

The fourth stream is the users and the stakeholders' perspective. In this respect, the users' perspective emphasised on the importance of users. User perceptions can become vital especially at beach preferences as cleanliness, safety and amenities are some of the apparent factors that will affect. Roca et al. (2008) surveyed beach users in Spain, and revealed, in part, that people at recreational beaches tend to be very positive about their experiences, giving survey responses that reflect a high degree of satisfaction with their environment.

Further Botero et al. (2013) who studied on the Caribbean beaches found the importance of specific sensations or specific atmosphere as determinants. Two of the five most important preferences are related with this particularity: 'relaxed-friendly atmosphere' and 'family-friendly atmosphere'. The 'family-friendly atmosphere' is coherent with the users' profile obtained, as a high majority of interviewers were on the beach with their families; highlighting the importance of the beach for a healthy lifestyle.

Meanwhile the stakeholders' Perspectives – Managers, Policy makers and NTO seem too emphasised on issues of integrated planning of the coastal region. Some are seek the best approaches in handling and managing hazards to beach users, and 2) making the beach as appealing as possible to attract tourist income (James, 2000; Schlacher et al., 2008). Management priorities presumably reflect the value Australians place on beaches, suggesting that recreational facilities are of primary value to beach users and that the environmental, ecological or other dimensions of beaches are of less value (James, 2000; Schlacher et al., 2007, 2008). Internationally, beach users prefer easy access, high water quality and adequate facilities (Cervantes et al., 2008; Roca and Villares, 2008).

3. Methodology and the study site

This study was undertaken in December 2016 and March 2017 in Port Dickson beaches. A total 730 respondents have given their cooperation in providing feedbacks on the questionnaires during the survey. The questionnaire was designed to obtain the required responses with regard to the objectives of the study, especially in identifying the orientation of family friendly beach tourism in Port Dickson. The face to face survey was carried out by the trained research assistances during their course, and close guideline during the survey and interview was provided.

As for the study site, Port Dickson has long been recognised as the beach destination in Malaysia. Port Dickson is said to have been named after a British officer, Sir John Frederik Dickson in 1889. Others mention that the place was named after another British officer who supervised the British ports handling ore in Lukut, a district of Port Dickson at the time.

In term of historical background, this small town used to produce charcoal, but it was later developed as a small port by the British during the Straits Settlement period. Port Dickson also known as Tanjung. In the Malay language, that means "peninsular". The oldest shop houses were the four situated presently at Jalan Lama. There was also a carbon mine at the first mile of the coast road (Jalan Pantai), and therefore Port Dickson was also called "arang" (charcoal) in the Malay language.

Today, Port Dickson is more famous for its attractive beaches, ample amenities and good infrastructure. There are also various types of accommodation for those wishing to holiday here. There are several beaches in Port Dickson where each beach has its unique attraction and their unique features and attraction are highlighted in the following and Figure 1 shows the location of the beaches.



Figure1: Location of Port Dickson beaches.

Among the famous beaches here are Teluk Kemang and Blue Lagoon. There are also infrastructures for water sports and beach activity.

Teluk Kemang Beach

Location: Teluk Kemang is the largest and most popular beach of Port Dickson, located between 7th and 8th mile from PD town. This beach stretch has the most number of hotels, resorts and apartments providing family accommodation.

Activities: This beach stretch has the most number of hotels, resorts and apartments providing family accommodation. This beach is not for those who value privacy and solitude, instead, being a happening atmosphere in the many water activities delicious local food, or just generally exploring the surroundings. Teluk Kemang is widely known as the busiest beach in Port Dickson as they have many food stalls here creating a market-like environment.

Beach properties: The beach itself has orange sand and the sea water quality is not bad. There are plenty of water sports vendors here. There is a big carpark but it gets very busy at weekends.

Bagan Pinang Beach

Location: A beach stretching between 2nd and 4th mile of Port Dickson. A relatively quiet beach, the beach features a wide expanse of sand at low tide, with relatively shallow and gentle sea waters.

Activities: Kite flying, water sports and fishing activities are fairly minimal, but there are small park facilities along the resort, including paved walkways and gazebos. From the beach, a mangrove can be reached on foot at low tide, an opportune time to witness local fishermen rummaging its shore for clams and crabs. A hawker stall centre operates at the main beach, while accommodation is provided by both local and international hotels. There are toilets and showers and a shop to rent windsurfers, kayaks, beach volleyball, and life jackets. There is a restaurant and picnic tables.

Beach properties: Clean white sand and calm waters allow tourists to frolic in the surf while there is a limited amount of water sports that you can enjoy here. There are a few facilities prepared here for visitors as well. The sands here are not often crowded, even on weekends and public holidays. At the northern end a river discharges into the sea. The river was not too grubby but no doubt that varies with the weather. Better to avoid that end for swimming although the fishermen seemed to like it. The sand quality was good and clean.

4. Results and Discussion

Visitors Profiles

This study has collected a total 730 respondents and their profiles are displayed in Table 1. The respondents comprised 54.9 percent of females and 45.1 percent male. Families dominated the respondents compared to singles and widow; with the percentages are 60.4 for families, 37.9 singles and 1.5 widows respectively. Of the total respondents, 88.2% were Malays followed by Indians (4.4%), Chinese (3.8%) and others (3.6%). On the basis of education aspect, most of the respondents had the highest level of education at the secondary school (34.2%) and followed by degree level (29.0%) of the respondents. In terms of age, most respondents were 21-25 years old (21.0%) and followed by 26-30 years (19.6%). The lowest number of respondents is senior citizens aged 61 years and above (1.9%) only.

Most of the respondents are Malaysian citizens from various states, but few respondents are foreign tourists. Based on the results of the study, the highest respondents are from Negeri Sembilan (41.1%) followed by Selangor (26.8%), Kuala Lumpur (12.2%). For foreign tourists, the number are Nepal (0.3%), Bangladesh (0.1%) and Saudi Arabia (0.1%). This indicates that Port Dickson Beach is widely visited by locals who are living in Negeri Sembilan and nearby states. On the marital status, the highest marital status is less than 5 years (19.5%) and followed by 6-10 years (17.7%). In the family category, respondents visiting Port Dickson Beach recorded young families 1, 1-5 years (27.5%), young families 2, 5-10 years (13.4%), middle aged family (13.2%), matured family (20.5 %) and singles (14.8%). The results show that Port Dickson Beach is definitely a family choice for holiday and spending time together.

Table 1 Visitors Profiles

		Frequency	Percent (%)
Gender	Male	329	45.1
	Female	401	54.9
	Total	730	100.0
Age	17-20	94	12.9
	21-25	153	21.0
	26-30	143	19.6
	31-35	114	15.6
	36-40	80	11.0

	41-45	61	8.4
	46-50	37	5.1
	51-60	29	4.0
	61 and above	14	1.9
Origin	Negeri Sembilan	300	41.1
	Selangor	196	26.8
	Kuala Lumpur	89	12.2
	WP Putrajaya	15	2.1
	Melaka	33	4.5
	Johor	38	5.2
	Other states (Perak, Pahang, Terengganu, Kelantan, WP Labuan, Sarawak, Kedah and Penang)	55	7.3
	International origin (Saudi Arabia, Bangladesh, Nepal)	4	0.4
Marriage status	Married	444	60.5
	Single	274	37.9
	Widow	12	1.6
Marriage period	Less than 5 years	142	19.5
	6 - 10 years	129	17.7
	11 - 15 years	53	7.3
	16 - 20 years	47	6.4
	21 - 25 years	35	4.8
	26 - 30 years	19	2.6
	More than 30 years	19	2.6
	Not related	286	39.2
Family type	Young family 1 (< From 1-5 years)	142	32.0
	Young family 2 (> From 5-10 years)	129	29.1
	Middle family (> From 10-19 years)	100	22.5

	Matured family (> 20 years)	73	16.4
	Single/ widow	286	
Race	Malay	644	88.2
	Chinese	28	3.8
	Indian	32	4.4
	Others	26	3.6
Educational background	Not schooling	6	.8
	Primary school	27	3.7
	Secondary school	250	34.2
	Diploma	190	26.0
	Degree	212	29.0
	Master / PHD	45	6.2

n- 730 respondents.

Next, the table 2 shows the employment sector of the respondents who visited Port Dickson Beach. Overall, more than half of the respondents were working and others are those who are still studying or not working. The highest employment sector was government and private sector which recorded similar percentage of 28.9%. It was followed by students (15.8%) self-employed (14.9%) and did not work (11.1%). In terms of income, 50 percent of visitors came from the earning less than RM3, 000 while the smallest percent came from the earning RM9, 001-RM12, 000. This result showed that the majority of respondents visiting Port Dickson Beach were from low income groups.

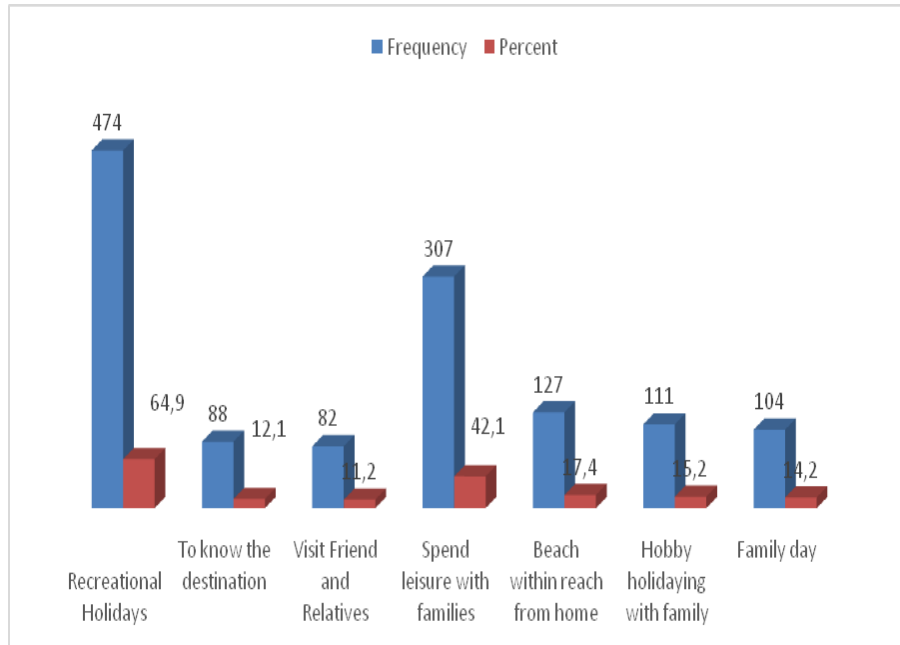
Table 2. Employment and Income

Employment aspect		Frequency	Percent (%)
Employment sector	Business	75	10.3
	Education	113	15.5
	Service	63	8.6
	Administration	137	18.8
	Industrial	38	5.2
	Uniform	39	5.3

	Public services		
	Self-employed	21	2.9
	Not working	164	22.5
	Pensioner	14	1.9
	Fisheries	3	.4
	Health	19	2.6
	Construction	36	4.9
	Others	8	1.1
Sector	Government	211	28.9
	Private	211	28.9
	Self-employed	109	14.9
	Not working	81	11.1
	Student	115	15.8
Income	Less than RM3,000	365	50.0
	RM3,001 - RM6,000	113	15.5
	RM6,001 - RM9,000	21	2.9
	RM9,001 - RM12,000	10	1.4
	Not mentioned	221	30.3
N		730	100.0

Motivation and Tourist Activities

During the survey, question on motivation why choosing Port Dickson as destination for their families' and visitors' choice is also sought. Figure 2 displays the motivational reason behind their visit. From their responses, it denotes the importance of recreational purposes and spending leisure with families, as both account 64.9 percent and 42.1 percent of the total responses respectively. In fact the proximity to the beach is also significant in driving them to the beach. On the rising motivation is the organisation of family days.



Notes. Response yes on the motivational reason in choosing PD

Figure 2. Motivation of Visiting Port Dickson as Beach Tourism

Another important point why the families and singles came to the beach was the varieties of activities that they can do and enjoyed. From Figure 3, activities are range from a light recreational activity to a higher and adventure of beach activities. Their choices to bathing, picnicking and playing kites, building sand castle received responses among the highest percentage of the activities listed to the respondents. However, hard and adventure with beach tourism such as boat riding, house riding, kayaking are quite small.

The results in Figure 3 show that the building sand castle (30.7%) is the activity that recorded the highest percentage. Meanwhile, other activities recorded as follows: banana boat (22.3%), camping (21.6%), watching the sunset (21.2%), playing kites (19.6%) and BBQ (18.1%). In addition, the lowest activity by tourists is scuba diving (2.7%). This situation shows that most activities at Port Dickson Beach are ideal for families and do not have to spend very much on beach activities. For activities such as scuba diving requires a fairly expensive expense then it is not appropriate to do so with family members during a vacation in Port Dickson. However, this activity is suitable for those who enjoy activities with their friends.

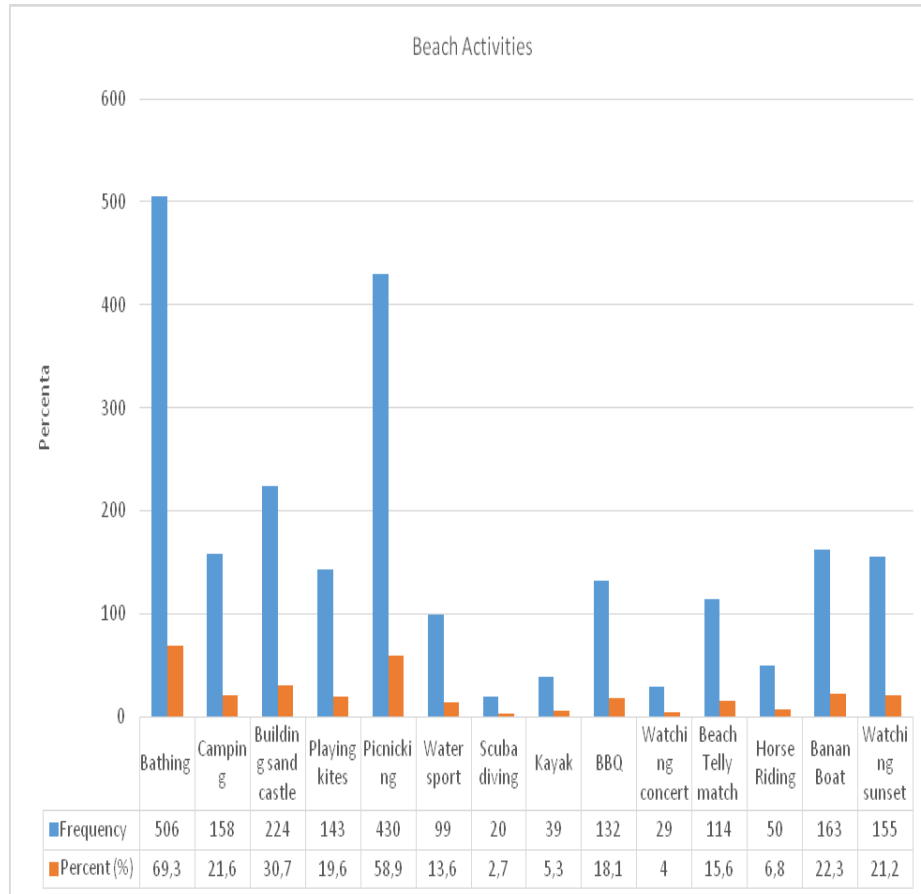


Figure 3. Activities during the Visits

Family-Friendly Beach Tourism Destination: Whither Physical or Man

Made Determinants

In this study, question pertaining to the physical environments have been asked to the respondents. Table 3 shows the responses on physical properties or natural environment of the beaches in Port Dickson.

Physical Properties

From the result shown in Table 3, beach environment shows the mean value of each aspect of the Port Dickson Beach environment. The highest mean value is

Port Dickson beach is easy to access (4.11). This is because the majority of respondents are from Negeri Sembilan and nearby states. With the North-South Highway, travellers from various states are easy to visit to the PD beach. In addition, this PD beach is also a tourist choice because of its beautiful and peaceful environment (3.99) and is ideal for a holiday and spending time with family. Furthermore, the wide and long beach conditions allow tourists to do activities along the beach like swimming, build sand castles and picnics. As for seawater, there is no foreign material that causes pollution and this causes PD beaches not polluted and safe for tourists.

Table 3 Beach Physical environment

Environmental properties		Mean	Std. Deviation	Rank
Beach	Beach location is easy to reach.	4.11	.781	1
	The beach environment is panoramic, charming and peaceful.	3.99	.827	2
	Beach is less sloppy	3.96	.818	4
	The beach is wide and long.	3.97	.809	3
Waters	Sea waves are suitable for water recreation.	3.97	.824	3
	Seawater is clean and no suspended matter.	3.67	.947	14
	No contaminated contaminants.	3.64	.934	15
	Clean and maintained beach picnic environment.	3.86	.870	9
Suitability, Sand and Slope	The beach environment is in good condition.	3.88	.828	8
	Beach suitable for leisure.	3.99	.789	2

	White and clean sandy beach.	3.83	.882	11
	Stable beach, no erosion.	3.79	.844	12
	The beach is not polluted.	3.69	.911	13
Natural disaster	The beach has no tsunami threats.	3.94	.877	5
Spatial and Climatic	Beach offers space for family picnics.	3.91	.856	7
	The beach provides basic water activities to the family.	3.85	.823	10
	Beach climate is suitable to all family segments.	3.89	.862	4
	The beach can accommodate crowded visitors.	3.93	.794	6

The majority of people visiting beaches in PD wanted to have a very natural environment. The visitors agreed with the natural gift of wide sandy. Most of the beaches are not steep; hence provide ample area to play around and picnicking. On safety aspect, the beach front is not on the tsunami's prone area.

With regard to spatial and climate properties, the respondents agreed that PD provides wide panoramic views (3.99) and the beach can accommodate crowded visitors (3.93). In addition, beach offers ample public area for family picnics (3.91) where on the beach side are also provided huts for placing picnic items and facilitating parents to monitor their children playing on the beach. Furthermore, the beach provides basic water activities to the family (3.85) such as banana boat, Jet Ski and kayak at reasonable prices. Such activities are of added value to attract tourists to PD beaches and at the same time encourage tourists to spend time with their families on holidays especially during the school holidays.

Man-made Determinants

In this study several man –made properties of beach determinants are asked. These include the beach activities, recreational facilities, basic facilities, safety, culture as well as other dominating sector of beach tourism services such as accommodation, food and souvenir. From the survey, questions pertaining to the man –made determinants are centred towards beach tourism product or activities by the users, facilities provided for beach activities, beside accommodation, leisure, recreational facilities, Secondary facilities and safety.

Table 4 shows the man-made properties of the study site. From these determinants, it can be seen that beach activities show the mean value of activities on PD beaches. The results show the highest mean value is ‘beach activities are suitable all the time for families’ (3.89). It is followed by coastal activities are safe for all families (3.81), offers a wide selection of beach activities and sea sports to members of the family (3.75), prices for beach activities are reasonable (3.56) such as banana boats, jet ski and Others. While the lowest mean value is beach activities are concerned with disabled people and children are provided (3.42). In this regard, the activities offered on the beaches of PD are suitable for the whole family. Besides, the beach authorities also emphasize facilities for people with disabilities.

Table 4 Man-made Properties

Components	Details of Attributes	Mean	Std. Deviation	
Beach Activities	Offers a wide selection of beach activities and sea sports to members of the family.	3.75	.846	
	Beach activities are suitable all the time for families.	3.89	.809	1
	Beach activities are concerned with disabled people and children.	3.42	1.016	
	Coastal activities are safe for all families.	3.81	.851	2
	Prices for beach activities are reasonable (banana boats, jet skiing etc)	3.56	.996	
	Average mean	3.69		

Recreational activities	Adequate public recreation.	3.62	.927	
	Beach Seating area is in suitable and good location.	3.70	1.422	2
	Picnic spot sufficient	3.69	.911	
	Water tap for visitor use.	3.38	1.034	
	Water sports equipment and facilities.	3.56	.929	
	The children's playground facilities are satisfactory and safe.	3.53	.980	
	Walking pathway provided.	3.65	.925	
	Spacious area for sports.	3.80	.897	1
	Average mean	3.62		
Basic Facilities				
	Toilet or shower room	3.29	1.094	
	Facilities for prayer room on every beach.	3.37	1.052	
	Clear and informative signage	3.44	.996	
	Adequate and safe parking.	3.56	1.795	1
	Beach seating and shared facilities.	3.53	.945	2
	Facilities for senior citizens and disabled are provided.	3.21	1.099	
	Public transportation to tourist destinations is available.	3.32	1.057	
	Telecommunications and internet network are easy to access.	3.52	1.040	
	Average mean	3.40		

Beach as Tourism Product that suit Families as Users	Suitable for the whole family at any time	3.99	.804	1
	PD fulfils the basic family.	3.96	.826	
	PD fulfil the needs of the family area	3.93	.828	
	PD suits all families regardless of ethics and income.	3.98	.832	2
	PD is suitable for domestic travellers	3.96	.808	
	PD is suitable for international travellers	3.89	.866	
	PD is suitable for both domestic and international family travellers	3.92	.870	
	Average mean	3.95		
Safety	Safety guarantee during the activity.	3.51	1.002	1
	Coast guard perform tasks according to routine.	3.29	1.070	
	Number of CCTV in the accommodation area.	3.12	1.175	
	Beach is free from impurity (glass, stone, wood etc).	3.36	.992	
	Safe passage for users, disabled, children and foreigners.	3.35	1.009	
	Provision of signage (directions and warnings).	3.40	1.021	2
	Safety warning flags to beach visitors.	3.31	1.081	
	Average mean	3.34		
Cultural	Beach Tourism fulfils family culture	3.83	.867	2
	Beach tourism fulfils Islamic norms and needs.	3.72	.906	
	Tourist beaches are acceptable to Malaysian society	3.85	.852	1

	Accommodation, food and leisure are culturally sensitive to local culture			
	Activities enhance the local recreational culture experience	3.82	.865	
	Average mean	3.81		

Beach can also be seen as tourism product. Taking the view of perspective, table 4 shows the respondents responses. The findings show is the highest mean value is 'beach is a product that can be visited at any time (3.99). Then, it is followed by beach products are not biased on certain ethnic groups (3.98). Activities and products offered on PD beaches are ideal for all tourists who have different races and ethnicities from various states and countries. In addition, the beach provides complete facilities (3.67). The diversity facilities for travellers make it easier for tourists to stay at PD beaches, and these include food stalls, accommodations and souvenir shops. For basic amenities such as toilets, bathrooms and prayer room are also provided for the convenience of tourists of all races and religions. For beach activities offered by operators it is at reasonable (3.61) price for most tourists.

As for the recreational activities, the findings show that PD beaches have wide space for beach sports activities (3.80) such as beach volleyball, beach soccer, tele match, tug rope and others. This situation indirectly attracts more tourists to visit because of PD beaches that can accommodate many tourists at one time. Huts are also available for tourists (3.70) shelters and placing picnic items. In terms of other amenities such as pedestrian walkways and public recreation provided is sufficient for travellers to use. For children's facilities such as children's playground are satisfactory and safe (3.53). Recreational facilities provided at this PD beach are not only for adults use, but management also has given emphasis to facilities for various groups such as children, senior citizens and disabled.

In terms of basic facilities, results show overall, PD beaches are complete but they need to be improved to give tourists more comfort. Respondents stated that parking is adequate and safe (3.56). In terms of internet and telecommunications, they rated good at being easy to access (3.52). For signage it is clear and informative, as tourists easily seek facilities including toilets, prayer rooms and shower rooms. Furthermore, since the PD is well-known, public transport are also available for those who choose public transport rather than their own

transport. Facilities for senior citizens and disabled are also available but still need improvement.

In terms of safety, respondents perceived that beach is of higher mean values of safety while doing the beach activity (3.51). This is due to the availability of beach guard controlling and safeguarding. Moreover, the beach sports operators are cautious on their responsibility of ensuring customers' safety while using their services. In addition, the numbers of signboards to facilitate users, washroom facilities, facilities for disabled persons and flag security are sufficiently provided for coastal users are also at high mean values of 3.40, 3.36, 3.35 and 3.31. According to beach users, the number of CCTVs show low total mean of 3.12 which needs to be added further along the beach for better security.

For the overall segment of users the respondents rated Port Dickson beach tourism at high mean value. This means that Port Dickson provides convenient services and facilities for all segments regardless of status and socio-economy, and also suitable for international travellers to enjoy beach tourism experience.

For Port Dickson's beach users, they felt that Port Dickson is in the strategic place where families can visit with no limit of time. This has been proven through research findings indicating that the number of users coming to Port Dickson beach remains high although not on long holidays. But the most frequent time for beach user is during the school holidays and weekends where they have the opportunity to spend more time together.

The coastal tourism culture found in Port Dickson Beach as a whole shows high mean value and is suitable for Malaysian society (3.85). In Port Dickson, beach users tend to agree that it meets the needs of families with whom all the amenities provided such as accommodation, beach games and other amenities are available nearby and offered at affordable rates for family holidays (3.83). In addition, availability of ample beach space allows family to run *Sukaneka* and beach sports. This has inevitably extended the leisure experience towards the culture of the Malaysian society itself (3.82). While some beach users think that Port Dickson beaches meet the needs of Muslims because there are prayer facilities (3.72).

5. Conclusion

This study has been able to provide a better understanding of the family beach users. Being always in companion with their family members, their activities are considerably important to each of the members. In terms of their responses on whether the physical properties or man-made properties determined their preference for family friendly beach, this study showed that the physical properties are the families concern especially when these properties are no doubt affecting their visit or holidays. The physical properties of the beach, sand, slope and water quality remain the concern of choosing the site.

On the man-made properties, their responses showed that the man-made properties have similar importance to their visit or vacation. Their views that the beach has achieved a certain standard as the family friendly beach destination are positive. The basic facilities, beach activities and secondary facilities provided added value for their visit. In this regard, local authorities should pay more attention on the beach perception study as they reveal many feedbacks, positive and negatives. More over with the orientation of two perspectives, priorities of developmental initiatives can be done, due to better understanding of what family friendly beach is all about and what determinants should be the priorities. All in all, the beach users, family especially should become the major segment that contributes to the sustainability of family-friendly beach destination and tourism in Malaysia.

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Mapping of Touristic Assets for Community Involvement in Rural Tourism of Beriah Valley, Malaysia

Prof. Hamzah Jusoh

Universiti Kebangsaan, Malaysia

Assoc. Prof. Habibah Ahmad

Universiti Kebangsaan, Malaysia

Abstract

The tourism sector has become one of the fastest growing economies in both developed and developing countries. As such, tourism is also a key driver of rural development, especially in a marginalized yet endowed with huge potentials for tourism development. In Malaysia, the Beriah Valley has been identified for rural tourism development. However, as of 2016, there is still little effort made in exploring the availability of touristic assets and community involvement in tourism of the entire valley. Taking the perspective of touristic assets comprising nature and cultural factors, this study aims at uncovering the touristic assets and community involvement in making the rural tourism a practical action among the villagers. With a survey carried out in 9 villages and 300 village members of Beriah Valley, this study found that many touristic assets have yet to be developed. The findings revealed that the overall attraction is deemed at the village-sphere of Beriah Valley. The natural touristic asset dominated several villages whereby paddy fields, landscape, scenic hills, lakes and streams of rivers are across villages. Apart from that, the cultural touristic assets comprised the traditional baby cradling, '*berpokong bayi*' and '*silat*'. In fact many of their SME products have been dominating in the tourism circuit of rural gastronomic without their actual consent, and these include '*ikan pekasam*', '*kuih tradisional bahu*' and Banjar traditional foods such as '*wadai kiping*', '*kalakatar*' and '*dodol*'. The community's involvement in planning, developing and implementing of tourism-related programme or activities was however, moderate. The findings suggest that bottom-up approach should act as the platform of advancing the touristic assets for the community involvement at the village level. This is because the touristic assets is felt at and as the 'community or village wealth' and should become their strength of offering the 'village-sphere attraction' compared to an 'individual attraction'. The development of tourism sector in the Beriah Valley is perceived to give positive impacts to the villages in terms of revenue, jobs and development, hence, the village-sphere of touristic assets is crucial for rural tourism development.

Key words: bottom-up approach, community, mapping, touristic assets, village-sphere, rural tourism.

1. Introduction

Today rural tourism is one of the initiatives deployed to resolve problems of poverty, marginalised community, as well as to spearheading the under-developed areas in developing countries. Based on the existing literature, most stakeholders agreed that community involvement will be best based on their willingness to participate and have their consent on resources available within their capacity of control, assess and benefit (Lepp 2010; Sebele 2010; Williams & Lawson 2001, Butler & Clark 1992; Tsung Hung, 2012). In fact, the most recent studies have called for an alternative of such community-based tourism. This is because most of the previous initiatives have utilised the needs analysis approaches. The current perspective instead, is deemed favourable in seeking existence of assets in and within the community capacity. In a simple word, the task of identifying the touristic asset has become the basis of practising rural tourism.

Among the academia, several approaches have been opted to map the touristic assets. The resource-based asset mapping was used to chart the strength of the natural. On a similar vein, the ABCD asset mapping was a popular one as the tools is interactive and often involved local community (Satovuori 2016; Green and Haines 2008; Zekeri 2013). On practicality, the mapping of touristic asset has been used in community-based tourism (Thomas 2007; Butler & Clark, G. 1992). The shifts from the needs analysis to the capacity evaluation of the local community during the asset mapping, thus, bring about this intensification of the methods in rural tourism. This is because the community is not perceived negatively and problematic, but is positively perceived with full of potentials, including natural, cultural and environmental capitals. In fact, with the asset mapping approach, the existing and potentials of the community become the central force for a holistic and sustainable rural tourism.

In Malaysia, although rural tourism has reached to a state of successful and wide spreading phenomenon, there exist certain rural areas that are under-developed (Azizan et al. 2010; Siow May-Ling et al. 2012, Cheuk et al. 2015; Hanafiah et al. 2013; Lo et al. 2012). One of these areas is the Beriah Valley, situated in the Northern Region of Perak. While Perak tourism displays many attractions including heritage tourism, island, marine and historical tourism, little attempt is made to uncover the touristic assets of natural and cultural tourism in the BV. As such, the valley becomes one of

the poorest areas, as there is no diversification of financial resources in the villages of Kg. Parit Haji Lebai Kadir, Kg. Parit Haji Ali, Kg. Parit Haji Taib, Kg. Parit Haji Kassim and Kg. Simpang Lima.

Of recent development, Beriah Valley (BV) has been visioned to become one of the progressive areas which tourism becomes one of the four major sectors of development impetus. The plan has set that tourism activities should rely on the local capacity whether it is based on natural, cultural or combinations of these attractions. Based on the aspiration that this Valley should become one of the rural tourism sites, it is pertinent that the mapping of touristic asset for community involvement is attempted. This article aims to uncover the touristic assets of the Beriah Valley and further suggest the alternative for local involvement.

This study is as follows. First, the literature review of touristic asset mapping and, community involvement is discussed. This is followed by the overview of the study area and method used. The results of the study elaborated the mapping on touristic asset, followed by the community involvement. The final part of the paper contributes the recommendations for the stakeholders of the BV.

2. Literature Review

The literature of touristic asset, mapping of touristic asset, community involvement, and rural tourism helps to strengthen the understanding of the topic and suggest the methodology and theoretical perspective of the study.

Touristic asset

There are copies of studies concerning what comprised the touristic assets among tourism scholars. Touristic asset in its simplest word refers to the identification of asset be they a natural, cultural, or resources for tourism attraction, tourism product in potential site or existing destination. It is often refers to the existing tourist resources within the knowledge of the community. It is generally characterised as the natural and cultural aspect of tourism. The touristic asset has its value perceived, and preferred by the 'owners' at all level of community, region and locality. Furthermore, according to the Canadian Rural Partnership, Assets are what we want to keep, build upon, and sustain for future generations. Assets can be physical things like a building, a local swimming pool or a 150-year-old tree in the town square; assets can also be intangible, like the work that volunteer groups do to beautify the main street or raise funds for the food bank."

Nevertheless many scholars proposed alternatives when referring to touristic asset. The first perspective views the existence of touristic asset in a continuum; one side favours the physical assets while on the other side of the continuum, favours the man-made touristic asset. The natural asset is considered as the resources, and it will become an asset once the community utilised it economically and socially. The second perspective took the touristic asset as the wholesome of tourism product or destination. In order tourism to become a productive sector, touristic asset should be utilised as tourism product or destination. Hence, touristic asset comprised the core, secondary and tertiary components of tourism products. In fact, the touristic asset would be in a higher values and appreciation when it is in the closest contact with the community and it would be a vice versa if the touristic asset is farther apart of the community.

The third perspective is that touristic asset may be seen in various resources, capital and attraction. In this circumstances, Buhalis (2000) who proposed 6 A in assessing tourism resources is relevant. He proposed that touristic asset can be operationalised in the following aspects, comprising a set of attraction. However, as Table 1 shows, there are multi-perspective of touristic asset comprising the physical and man-made assets. Further more physical asset ranges the capitals of land, flora and fauna and the environment of a region.

Table 1. Defining Asset	
Natural capital	Natural capital includes land, minerals and fossil fuels, solar energy, water, living organisms, and the services provided by the interactions of all these elements in ecological systems (A UNEP (2012).
Cultural asset	A cultural asset is something that has value because of its contribution to a community's creativity, knowledge, traditions, culture, meaning, and vitality. They can be the places you visit to express your cultural identity, and/or the resources one uses to pursue a creative practice. They can be tangible assets such as cultural facilities, specific buildings, or physical works of art. They can even intangible and temporal things such as annual events, shared cultural stories, or cultural landmarks and icons that no longer exist.
Natural Resources-based asset	The resource-based asset is based on using and enjoying the natural environment and resources on lands and waters. The basis of the resource-based asset development is that successful operation will find their future competitiveness on the development of distinctive and unique capabilities,

	which may often be implicit or intangible in nature.
Community Capital Asset	Community capitals resources in rural communities might best be conceptualized as a variety of forms of capital. Flora (2004) incorporated seven forms of capital: financial, human, built, natural, cultural, political, and social. Financial capital includes opportunities for loans and credit, numerous investment opportunities, and the existence of tax credits and other business-friendly structures. Human capital includes numerous opportunities for professional and educational growth and skill-building. Built capital includes the physical structures of a community, for example, buildings, road and highway systems, mass transit, and public facilities. Natural capital includes diversity of plant and animal life, opportunities for interaction with nature, and high quality of air and water. Cultural capital includes the preservation of local stories, history, art and craft forms, and traditional foods and ways of preparation. Social capital includes goodwill, fellowship, sympathy, and social intercourse among the individuals and families within a community. Political capital includes accessibility to power through channels of local, regional, state, and federal government.

Source: Fuller et al. 2002; Dickson et al. (2014).

With the above-mentioned aspects can be considered to analyse touristic asset, in this research the touristic asset used in the asset mapping is carried out together with community who are surveyed via face to face approach. These touristic assets are further categorised as the natural, cultural attraction and man-made assets.

Mapping of touristic assets

Mapping of touristic asset is not a new agenda in tourism development. From a need analysis perspective to an Asset-based approach and community development (ABCD), mapping of touristic asset is an alternative to ensure the community participation and comprehensive information on existing and potential assets (Bruursema, 2015). Asset mapping, on the other hand, inventories a community's natural, cultural, historical, scenic, forestry and agricultural resources. It sets the stage for deliberate planning to: 1) preserve and protect resources, 2) identify assets, and 3) sustainably use the resources for

community improvement strategies such as ecotourism or heritage tourism development as well as local business development and creation of jobs built around the local resource base.

There are several ways on setting mapping of touristic asset. The simplest is based on a touristic information of suggested item comprising what is the asset, when, where and who owns the asset. Next is the Asset-Based approach to Community Development (ABCD) that examines the resources from the community perspectives. It envisions the identification and mobilization of assets as being central to all community development processes. Initially concentrating on assets as the gifts, skills and capacities inherent in individuals, citizens' associations, local institutions, and the physical environment (Kretzmann & McKnight, 1993), the ABCD has shifted toward examining the seven assets that can be found in the SL literature: human, social, environmental, financial, physical, political, and cultural capitals (Green & Haines, 2008).

ABCD is described as a more sustainable model of community development than needs-based community development, because needs-based approaches may perpetuate community problems by emphasizing deficiencies and the necessity for reliance on outside assistance. By contrast, ABCD aims to build capacity within communities by expanding their social capital. In comparison, asset mapping begins with the philosophy that all local residents, regardless of age, gender, race, ethnic background, place of residence, or other characteristics, can play an effective role in addressing important local matters.

Asset mapping serves as an effective tool for understanding the wealth of talent and resources that exists in each community even those with small populations or suffering from poverty and economic distress (Bennett et al., 2012). The long term development of a community rests on its ability to uncover and build on the strengths and assets of its people, institutions, and informal organizations. Included are creative strategies to identify and tap the wealth of leadership potential available in every community. However, to be truly effective, asset mapping must take the essential step of linking these various talents and resources together. In isolation, these assets are likely to realize (at best) only modest advancements in the well-being of local people and their communities. Integration of these assets, however, provides the foundation for genuine improvements in the welfare of these people and their localities.

Community involvement

Ensuring local community participation in rural tourism is both a growing concern and a priority in developing countries. Based on the existing literature in rural tourism, the following points may be discerned with regard to the rural community: i) inclusion of the rural community is bound to both exogenous and indigenous factors; ii) consideration of indigenous knowledge as a means of rural enhancement would allow community inclusion to grow; and iii) formulating alternative solutions that build upon the reservoir of community's own knowledge and insights on the problems at hand is pertinent to solving the community issues (Lepp 2007, Bengi & Gulsen 2012, 2012; Po-Hsin, Lai 2003).

There is a growing realization that "community based" and localized cooperation approaches are central to many rural tourism development plans where trust and networking are the essential ingredients in providing the right mix for successful tourism-development outcomes (Ying and Zhou 2007, Sebele 2010). These ideas sit well within the contemporary framework of community inclusion as opposed to their treatment as the "other" throughout the history of tourism-planning frameworks. Tourism academicians, by and large, seem to have agreed on the view that active involvement of local community in local tourism development process will only be conducive to making it more sustainable (Po-Hsin, Lai 2003, Tosun 2007, Lee 2012). Furthermore, several authors stressed on the community involvement includes sharing knowledge, gaining commitment from the communities, and participation in decision making process and these will in turn achieve tourist satisfaction and sustainable rural tourism development (Fong and Lo, 2015; Marzuki 2008).

The community involvement is regard as key to success in much tourism developed, especially with regard to rural based tourism. It has a long standing point in tourism as many refer to the seminal work of Pretty (1997) on community involvement. While there are ladder of involvement, the three stages of involvement are crucial. As such, community involvement is pertinent at planning, development and on service or on site. The three stage involved community and shown differing behaviour on tourism. However, community involvement of the rural tourism is argued to work within the premise of equal involvement or fragmented roles by the community. Michael et al. (2013) suggest the sites of the rural tourism is not necessary homogenous, but is heterogeneity should provide more opportunities of utilising local assets. Thus, making community involvement plays a pivotal role in sustaining rural tourism development.

Rural tourism

Rural tourism has a long history of establishment. Ezeuduji and Rid (2011) define rural tourism as encompassing visits by tourists to rural areas to experience the cultural and natural environment of the local populations as part of the strategies within the management portfolio of sustainable rural development. According to Briedenhann and Wickens (2004), rural tourism was presented as the catalyst for development in rural areas to promote development and increase job creation opportunities. Rural tourism generates complementary income source for peasants and farmers who have depended mainly on their primary activities and further ensure sustainable livelihood (Albacete et al., 2007, Bengi & Gulsen 2012, Kheiri & Nasihatkon, 2016). However, Bennett (2009) cautions that those rural communities that rely on their natural resources for subsistence-based and income generating activities have had declining economies as a result of out-migration of younger working-age groups. In fact scholars argue that rural areas that sustain their economies with natural resources help in boosting the tax base that helps sustain local businesses (Okech et al. 2012).

In rural tourism, the focus tends to be on natural and cultural-based tourism products or assets (Cawley and Gilmore 2008; Blaine et al. 1993). In terms of activities, it may be based on the understanding of travel to remote areas for the purpose of resting, relaxing, and personal development (Dernoi, 1991). Within rural tourism, Sasu & Epuran (2006) and Drăgulănescu and Druțu (2012) assert on different types of activities can be distinguished, such as ecotourism, gastronomic workshops, preparation and use of traditional medicine, language and dialectical learning, artisanal workshops, rural photography, agro tourism and environmental interpretation.

Rural tourism permits the revalorization of local natural and cultural resources; it has, in turn, a local social basis for its implementation. In addition, rural tourism should be grounded in the sustainability principle of not degrading the resource base (Gerritsen, 2014, Sebele 2010; Page & Getz 1997). This last reason is why the term sustainable rural tourism is being used in this article; we refer to the development of rural touristic activities that have minimum impacts on the local cultural, ecological, economic and social environments (Gutiérrez & Gerritsen, 2011, Kheiri & Nasihatkon, 2016; Ezeuduji & Rid 2011; Lo et al. 2012).

3. Methodology

The study site

The Beriah Valley (BV) is located in Kerian District of the northern state of Perak. The Beriah Valley is a settlement of 918.83 km square. It has a strategic

position, as it is adjacent to the two areas of the central growth of the Northern Region of Peninsular Malaysia, comprising Penang and Kedah. In the east and south, the area is bordered by the Larut district, Matang and Selama and on the west side of this area is the Malacca Strait. This study area is blessed with the Kerian River, acting as a boundary of the three states Penang, Kedah and Perak. The Beriah Valley comprised 9 villages, shown in Table 2. In terms of economic sector, most of the population work in agriculture, mainly in paddy farming and small-scale oil palm plantation. According to key respondents, most population are the elderly, working as the traditional paddy farmers as well as the small-scale oil palm planters, land and sea fishermen. Only a small numbers of the villagers, work in the public sector, business, and services. The villages are accessible to the neighbouring towns such as Parit Buntar and Bagan Serai, hence there are only limited services and retails shop in and within the BV.

In the late 2015, the BV has been proposed as a technopolis which the following key roles and sectors acting as the catalyst of the area. As depicted in Figure 1, the Beriah Valley possesses potential resources to become the future growth centre of the Northern region of Perak State.

Research Instrument, Data Collection and Analysis

This study combines qualitative and quantitative approach of data collection. The qualitative data involves interviews with key respondents of each village. The quantitative data collection was utilised with the questionnaire and face-to-face interview. In terms of sample size and sampling technique, since the data regarding the population size has not been recently updated, it was decided that the representative sample size would comprise approximately 220 - 300 residents, or equal to 10% of the total population of the study area (Krejcie & Morgan, 1970). A total 300 respondents comprising the head of the household were collected during the survey.

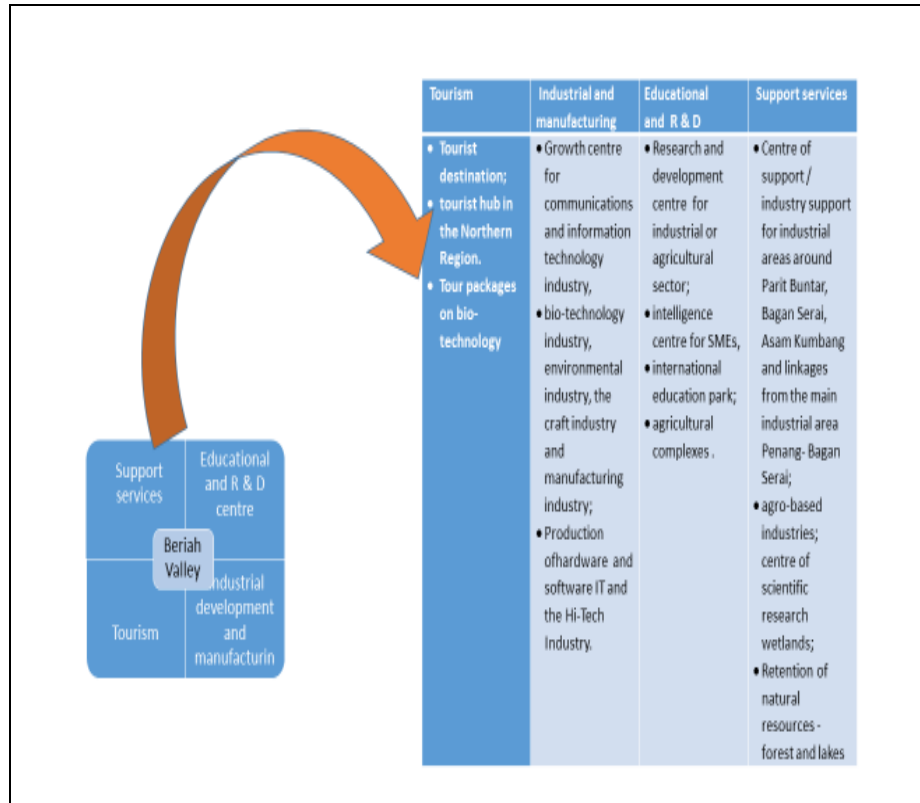


Figure 1 The Beriah Valley Development Impetus

To collect the quantitative data, a questionnaire is designed, consisting five main parts. The first part inquired about the social demographic, the second part gave the respondents opportunities to map their asset of tourism resources and the third part provides space for community involvement and suggestion of preference of tourism ventures according to their individual and community level. The touristic mapping was captured through the survey carried out in 9 villages shown in Table 1. The survey used the questionnaire which aims to gauge the touristic assets, involvement of the local as well as their intention of joining tourism programmes initiated by the local community.

4. Results and Discussion

The community profiles

The respondents were from the nine villages, shown in Table 2. Of all the villages, four villages provide respondents more than 12.0 percent of the total

respondents. Most of them were from the age group of 18-30 years old, 41-50 years old and 51-60 years, of which the percentage were 21.7%, 27.3% and 21.3% respectively. On gender perspective, male respondents are more than females. Further, the respondents were asked about their livelihood at the village. The respondents claimed that they are the 'locals' whereby their families are the pioneers of the community, stay for a substantive length of years in the villages. As shown in Table 2, most villagers originated from the Northern region of Peninsular Malaysia. Mostly the villagers stayed there for quite sometimes inherited most of the local culture of the Northern Perak. While their occupational attainment shown in Table 2, confirm on their dependency on the paddy field, oil palm plantation. Of the total, 36.3 percent were involved in agriculture, 18.7 in services and 22.7 percent in manufacturing. However, it was in the manufacturing that the villagers were the migrants and commuters of the Penang Island and Seberang Perai.

Mapping of the Overall Touristic Asset of Beriah Valley

The study collected data regarding the touristic asset in the BV. From the villagers' point of views, the overall existence of touristic asset is shown in Figure 1. From the eight category of touristic asset, the natural and cultural assets were the highest.

The rank of the touristic asset is as follows. The five top sectors are the food, natural, traditional games and SMES. These touristic assets are higher than the average mean 1.315, with food achieving 1.603, natural capital 1.467, traditional games 1.374 and SME product 1.353 respectively. The second category was below the average means, comprised the accommodation, traditional medicine and handicraft. The above-mentioned touristic asset rank showed that the BV is perceived as a localised tourism destination. This denotes that the BV it is only recognised in a limited influential of promotional campaign and tourists attraction. From the results, the food and natural has the highest perceived touristic asset among the villagers. The natural and food were rated high as these are perceived among the dominant touristic asset available. The food was often mentioned, as they are assured the local gastronomy was among the special attraction that this Valley had.

Meanwhile the handicraft, accommodation, and traditional medicine had the lowest recognition among villages when they were asked about these touristic asset. The handicrafts and traditional medicine however, were among the popular local products yet it has not being considered to be influenced directly

with tourism. As for the accommodation, only a small numbers of village members offered their home as ‘homestay’.

Table 2. Respondents Background

		Frequency	Percentage
Villages	Kg Batu 38	36	12
	Kg Changkat Lobak	26	8.7
	Kg Bukit Merah	31	10.3
	Kg Parit Lebai Kadir	38	12.7
	Kg Permatang Pasir	30	10
	Kg. Simpang 5	32	10.7
	Kg. Parit Haji Kassim	48	16
	Kg. Parit Haji Ali	34	11.3
	Kg. Parit Haji Taib	25	8.3
Age group	18-30	65	21.7
	31-40	47	15.7
	41-50	82	27.3
	51-60	64	21.3
	61-70	29	9.7
	71 years above	13	4.3
Gender	Male	213	71
	Female	87	29
Marital Status	Married	209	69.7
	Divorce	24	8
	Single/ unmarried	67	22.3
Years stayed in Beriah Valley	Less 10 years	32	10.7
	11-20 years	74	24.7
	21-30 years	57	19
	31-40 years	41	13.7
	41-50 years	52	17.3
	51 years and above	44	14.7
Origin	Beriah Valley	275	91.8
	Kedah, Perak, Selangor	25	7.2

	and Johor		
Occupational sector	Agriculture	109	36.3
	Manufacturing	35	11.7
	Business	15	5
	Construction/ Carpenters	13	4.3
	Services	56	18.7
	Others	72	24

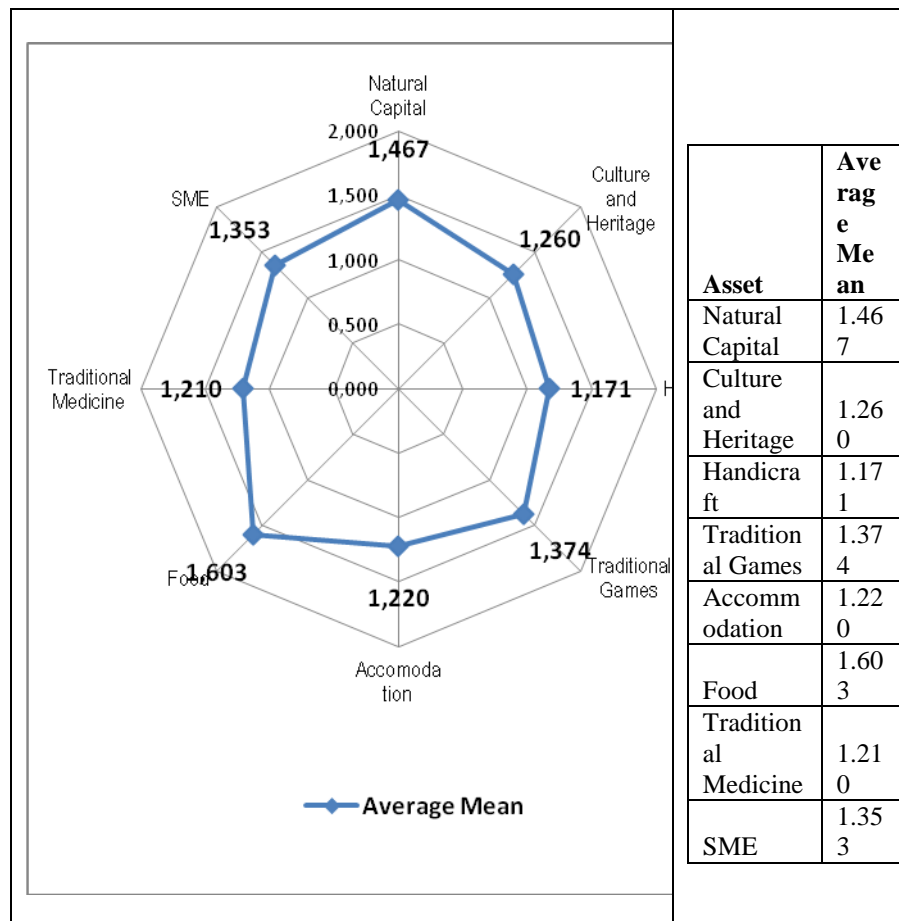


Figure 2. Touristic Asset from the Villagers' Perspectives

The rank of the touristic asset is as follows. The five top sectors are the food, natural, traditional games and SMEs. These touristic assets are higher than the average mean 1.315, with food achieving 1.603, natural capital 1.467, traditional games 1.374 and SME product 1.353 respectively. The second category was below the average means, comprised the accommodation, traditional medicine and handicraft. The above-mentioned touristic asset rank showed that the BV is perceived as a localised tourism destination. This denotes that the BV is only recognised in a limited influential of promotional campaign and tourists attraction. From the results, the food and natural has the highest perceived touristic asset among the villagers. The natural and food were rated high as these are perceived among the dominant among the touristic asset available. The food was often mentioned, as they are assured the local gastronomy was among the special attraction that this Valley had.

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Mapping of Natural Touristic Asset

The respondents were asked to state the natural touristic asset available in their own village. Of the given answers, many respondents confidently stating what are available locally. Table 3 depicts the natural asset for each village. Of the 9 natural asset stated, three natural assets were rated as highly available at both individual and community level. Paddy field, oil palm and stream and rivers are their natural assets as they have stayed in the surrounding ecosystem for a long time. Meanwhile forest, hills and lake were spotted as the common natural asset. The mean values of the natural asset are shown in Figure 3.

Also from Figure 3, it can be observed that more than 77% respondents were confident with the paddy field attraction. It is because most of the villages comprising Kg. Parit Haji Lebai Kadir, Kg. Parit Haji Ali, Kg. Parit Haji Taib, Kg. Parit Haji Kassim dan Kg. Simpang Lima are paddy farmers. The small-scale oil palm plantation is mentioned by most of the villagers' members. With 86.7% respondents assured that the oil palm provides originality of the village attraction whereby most of them can offer, the scenic landscape across villagers is perhaps a community touristic asset.

From this scenario, the natural asset has a close relation with the community. Being the locals, many mentioned that they have the capacity to offering such natural asset as ‘tourism asset’. On the modern entry of modernization and agricultural related industries, only a small number of members stated that they have the capacity of offering the modern fishing industry. This is evidence as the village is one of the most suitable areas for Arowana farming, the natural setting endowed as the BV natural specialities.

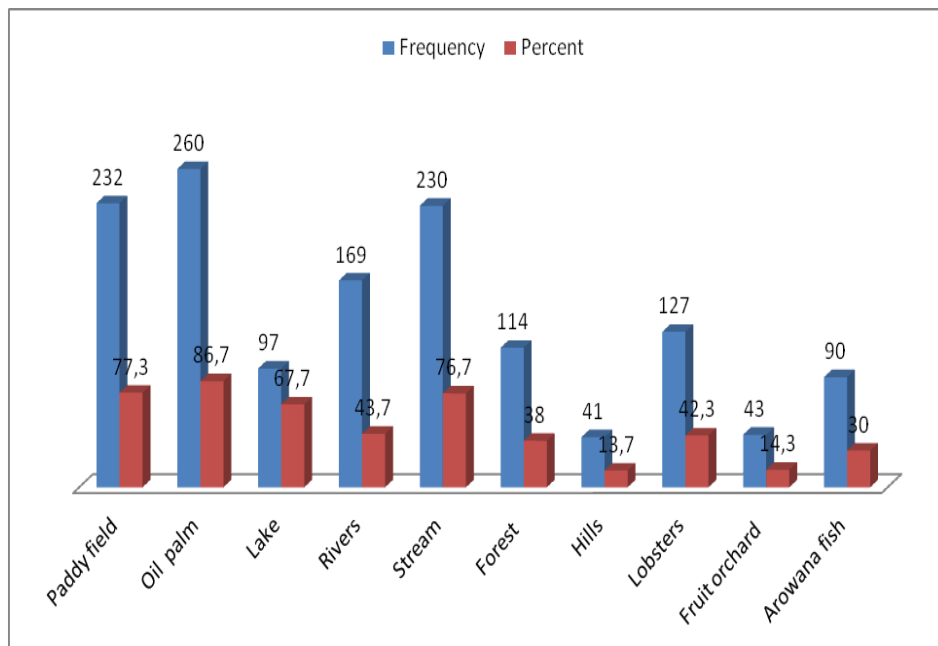


Figure 3. Natural Assets of Beriah Valley

Total 32.4% respondents mentioned that the lake of BV provides economic resources for the anglers. In addition, some of them provided tour boat to fish anglers, thus taking most of the opportunities that lake can offer. Meanwhile half of the total respondents mentioned rivers as attraction. Most villagers highlighted that the Kerian River crossing throughout various villages of Kampung Simpang Lima, Kampung Parit Haji Kassim dan Kampung Permatang Pasir, provides a scenic river attraction naturally. Added to this attraction, the anglers richly enjoyed lobsters, and fresh-water fish including kaloi, carp, and catfish.

One of the growing potential is the Arowana fish farming. According the villagers, Beriah Valley and Bukit Merah are the only habitat for this an

ornamental fish. Renown as the 'Malaysian Gold' as well as 'Dragon fish' or 'Bony-tongued Dragon' among the Chinese Arowana farmers, this asset can enhance ecotourism. However, due to the fact Arowana is sensitive to the changing environment especially with the presence of the human being; it has to be further researched to make it possible to the public or for tourism purposes.

Mapping of Man-made Touristic Assets

The second perspective this study undertook was the mapping of man-made asset at the village-sphere and Beriah Valley as a whole. Figure 4 shows the values of the overall man made touristic asset. It can be observed that the traditional asset varies from the high cultural to the ordinary leisure of fishing.

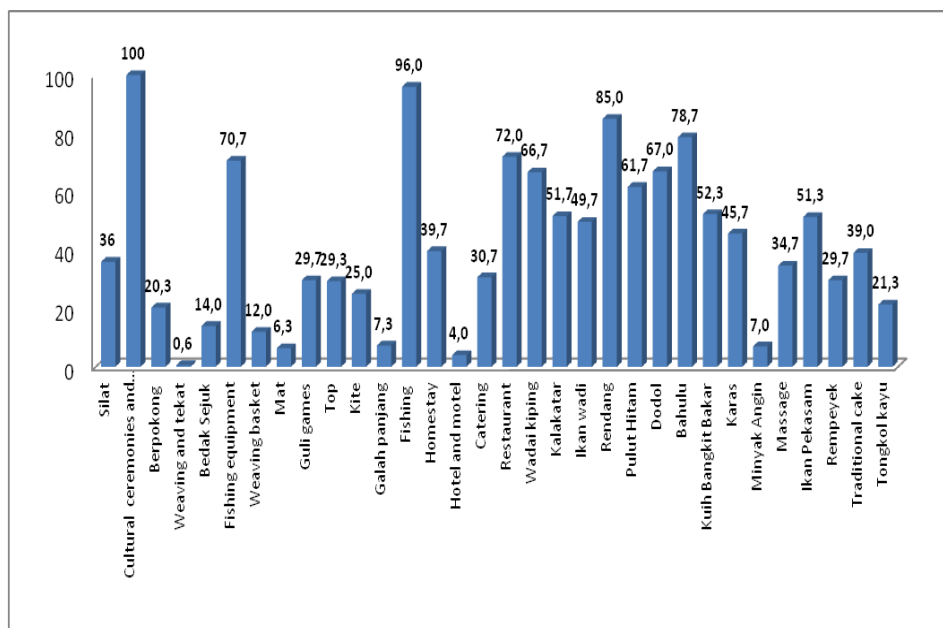


Figure 4. Man-made assets of Beriah Valley

Cultural attraction

There are selective cultural and heritage assets that can be positioned as the BV's tourism attraction; this includes the Silat or martial arts, ceremonies and Berpokong bayi. The Berpokong is a rare culture of the Banjar community. Comparatively the community emphasized on the silat or the martial arts as a dominating cultural attraction. A total 36% respondent agreed that silat or martial arts is the strength for the Kampung Batu 38, Kampung Changkat Bukit

Lobak and Kg Bukit Merah. The Kumpulan Warisan Kampung Perlis, Bukit Merah has their specialties in the artistic drum beat and trumpets. The music played various rhythms, including traditional song, Arabic, modern and pop songs. This group has also performed the Bridal Silat, Reception Silat and Fire Snake performance. Because of this uniqueness the martial arts have all the potential to become the BV's tourism product.

Gastronomy

Food is frequently seen as an emblem or a symbol of local distinctiveness, and when tourists choose local food and beverage, they also taste elements of the visited area's local character (Bessière, 1998). In numerous tourism regions local gastronomy is a crucial part of the local heritage and regional food culture has been interpreted as a competitive advantage for local businesses. Gastronomy can play different roles in tourism, for example as a complementary produce, in rural tourism and as gourmet tourism (Hall and Sharples, 2003).

From the survey, it can be tracked that there are two major gastronomic specialties. One is the Banjar gastronomy and second, the Malay's gastronomy (Table 3). The Banjar food was popular among the three villagers comprising the Kampung Parit Lebai Kadir, Kampung Parit Haji Ali dan Kampung Parit Haji Taib. The food are the *wadai kiping*, *kalakatar* dan *wadi fish*.

Table 3. The Traditional Banjar and Malay Cuisine in Beriah Valley.

Gastronomic		Available at your village			
		Yes		No	
		Freq	Percentage	Freq	Percentage
The Banjar dominance	Wadai kiping	200	66.7	100	33.3
	Kalakatar	155	51.7	145	48.3
	Ikan wadi	149	49.7	151	50.3
The Malay dominance					
	Rendang	255	85.0	45	15.0
	Pulut hitam	185	61.7	115	38.3
	Dodol	201	67.0	99	33.3
	Kuih bahulu	236	78.7	64	21.3
	Kuih bangkit	157	52.3	143	47.7
	Kuih karas	137	45.7	163	54.3

In terms of Wadai Kiping, shown in Table 3, a total 66.7% (200) respondents agreed that it is a unique feature of local cuisine of BV. Being a dessert for the Banjar tradition of serving food, all are made from the most available sources of the locals; glutinous rice, coconut milk, brown sugar and pandanus. Even though it is usually cooked on the special occasions, the provision creates a close link between the food, the place or destination and the people. Also significant is the Kalakatar, as more than 50% of the respondents agreed it is a special cuisine made from the coconut, and highly served for gastronomic tourism. This is especially evidence in the Batu Lima, Parit Buntar as there are many coconut trees, making natural resources as the main ingredients for the cuisine.

Meanwhile for the Malay local cuisine, it is also significant among the villagers. As shown in Table 3, there exists a variety of Malay cuisines ranging from hot and spicy food - the Rendang to sweet cookies. From the villagers' responses, more than 85 percent agreed that Rendang is the speciality of BV, followed by the delicacies – Bahulu, Dodol and Kuih Bangkit with 85%, 78.7 and 67% respectively. All these specialities are no doubts related to the existence of the natural resources as paddy, coconut trees and the local ingredients. Added to this, since some of the locals are from Kedah, these gastronomic have similar traits of the northern influence. However with the combination of the Banjar community and the Kedahan, the gastronomic potentials are specially created in the locality of BV. This is definitely a unique experience that this Valley can offer to rural tourism (Figure 5).

Handicrafts

Handicraft was also mentioned by the villages of the BV. It is quite surprising that the Tekat as one of the special handicrafts in Perak was not mentioned as their niche activity. Instead, *Bedak Sejuk* or traditional cold powder, mat and baskets weaving are popular among visitors. A total 14% (42) respondent stated there are women who can specially prepare the traditional powder, and the productions are due to the availability of rice, rivers and swamps. The product is sold outside the Valley. As for their handicrafts, they had produced paper flowers, of which their talent and creativity help them to diversify for home decor and wedding flower gifts. In fact their unique paper flowers have received many outside orders recently.

Traditional Games

Traditional games are also seen as one of a niche tourism product in BV. Based on Figure 4, a total 29.7% (89) of respondents said their children are actively playing marble game while 29.3% (88) said there have been enjoying the top

spinning as the kg traditional games. However, as for kite flying, 25% (75) of respondents agreed that there are still young people who knew and played this game. Comparatively only a small number of respondents 7.3% (22) mentioned that their children had the excitement of playing *Galah Panjang*. Nevertheless, many suggested that this game can be included in the tour package, an outdoor recreation that can savour the villagers' excitement in the past.

	
Wadai Kiping	Kuih Kalakatar
	
Ikan wadi	Rendang
	
Pulut Hitam	Dodol



Figure 5. Traditional Gastronomy of Beriah Valley

Mapping of Community Involvement

In this study, the community involvement is also been asked, and of the total respondents, they opined as depicted in Table 3. Overall the community are involved in several stages of tourism development. From the three stages of tourism development, the planning stage showed the average mean value of 3.508, followed by the development and potential deliverable or service provision stage at 3.387 and 3.458. As for the planning stage, the community stated that they had their participation felt at the participation of the tourism development followed by “given a chance to participate” as well as in a higher order of planning such as blue print and action plan.

Table 3: Community responses on their existing and potential involvement in Tourism

Level of Involvement	Involvement opportunity spectrum	Mean	Std. Deviation
Planning	I participated in tourism development in this area.	3.66	0.887
	I am given a chance to take part in tourism development in this area.	3.64	0.906
	I have participated in the formation of blueprint for tourism development in this area.	3.45	1.015
	I attended for every meeting and discussion about tourism development in this area.	3.43	1.021

	I am actively participating in the development of tourism strategy in this area.	3.36	0.98
	Average mean value	3.508	
Development process	I am engaged to assess the on-going tourism development.	3.44	0.929
	I have given my opinion on tourism development implementation in this area.	3.41	0.944
	I am engaged in making decision for tourism development in this area.	3.31	0.981
	Average mean value	3.387	
Potential Delivering tourism services	I am interested to get involved in accommodation services.	3.6	0.925
	I am interested to provide offering of tourism activities to tourist.	3.52	0.894
	I am interested to get involved as a transportation provider.	3.41	0.986
	I am interested to get involved in catering service.	3.38	0.948
	I am interested to get involved as a tourist guide.	3.38	0.973
	Average mean value	3.458	

Meanwhile in the developmental process, the community involvements are generally felt at the second dominant roles. Among their tasks is the on-going development process as well as the opportunity of providing ideas and plan for tourism related activities and programme. The last stage is the potential provision of the tourism related activities. The villagers felt that they are interested in providing services in accommodation or homestay programme followed by the transportation providers and the least is the tour guide.

Mapping of Tourism Assets and Activities at the Village-sphere

From the above results, the study took further opportunities of venturing what should be the alternatives when the touristic assets are measured at the village's sphere. Secondly, it also assessed what would be the community involvement at the planning, development and provision of the product or services level? Table 4 displays the results of the touristic assets at the village sphere. In measuring the touristic asset, the study used the range of village's scores as 0-20 is very low; Low – 21-40; Moderate – 41-60; High – 61-80; and Very high with the range 81-100.

From the results, three villages had shown the dominating elements comprising the combination, of natural, cultural and man-made asset. The villages are the Kg Parit Hj Kassim, Kg Bukit Merah and Kg Lebai Kadir. As for the Kg Parit Hj Kassim, there exists 9 touristic asset at the range of high to very high potentials. In fact their involvement in tourism has been perceived actively involvement in planning, development and provision of services. Meanwhile the two villages that have shown a growing potential are the Kg Bukit Merah and Kg. Lebai Kadir and, and these villagers have achieved moderate to high touristic assets. In fact both villages were ranked Very high and High in terms of participation in tourism development. Based on the preferences of the village involvement in tourism, they seemed to prefer both homestay and kampong stay compared to only providing kampong-stay. While other villages prefer kg stay as their resources seems to be viewed at both range -very low and low.

The study also viewed the touristic asset according to the activities of these three villages. From the data of Kg Parit Hj Kassim, it is proposed that this village act as the centre of rural tourism, showcasing all dimensions of natural and man – made, although, they can create diverse their attraction and involvement compared to the other villages such as Kg Lebai Kadir and Kg Bukit Merah. The activities that these villagers can offer ranged from the gastronomy, leisure and accommodation. However, it can be seen that Kg Parit Hj Kassim has many specialities of the Banjar community. As for the Kg Bukit Merah, their activities can be fine-tuned towards fishing and anglers and Malay community specialities.

However, of the three villages, the communities seem to highlight the constraints of making their villages as the dominating rural tourism. Among others are the 1) Lack of respect for the rural communities' knowledge of local nature and man-made attractions 2) Perceptions held by existing communities and industry who control tourism 3) Lack of understanding of the value of these assets in rural tourism 4) Need for education and mind set change to bring new skills to

communities (and to existing state bureaucracies) 5) Need for successful pioneering 'role models' to inspire others, especially among the 3 dominating villagers.

5. Conclusion

This article proposes matters relating to natural and man-made (and infrastructures) assets in rural tourism development. Natural and cultural assets are fundamental factors in attracting tourists to specific areas and communities should be consulted at the expense of their village-sphere consent. This consensus will ensure any proposals for community based rural tourism are from the community's ideation, and they are due to the understanding of the availability and potentials of the assets. In this initiative, it is found that the locals tend to understand and accepted the collective tourism products. They can perhaps join and actively be involved as an individual and community's program level due to their assets, be they from natural attraction to the man-made attraction. In this regard the Beriah Valley can ensure that community participation will not exclude those with limited assets.

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An Overview of Knowledge Economy in Turkey

Assoc. Prof. M. Veysel Kaya
Kirikkale University, Turkey

Abstract

The aim of this paper is reveal that how can Turkey achieve the sustainable and qualified growth and increase the social welfare by using constituent part of knowledge economy. For prospering economies, “Middle Income Trap” is important problem. “Middle Income Trap” will be overcome by investment in human capital and knowledge economy. As a result this paper investigates the growth of Turkish economy with analyses knowledge economy and give some recommendations for actions to be taken about knowledge economy.

Key words: Knowledge economy, Middle Income Trap, Social Wealth

Creative Economy as a New Concept of Economics and Turkey

Assoc. Prof. Dr M. Veysel Kaya
Kırıkkale University, Turkey

İbrahim Aytekin
PhD Student, Kırıkkale University, Turkey

Abstract

The technology, which began to develop with the industrial revolution towards the end of the 19th century, accelerated mass production and reduced production costs. This increase in production drove people to search for a new market, which led them to develop new and different marketing strategies. These marketing strategies are primarily in the form of advertising, R & D, price and etc. Besides these factors, creative ideas are becoming increasingly more important today. In this context, creative economy is the improvement of products' features and usability by developing creative ideas about products and marketing. In recent years, in parallel with rapidly developing technology, the creative economy has gained importance and become a significant part of the economy. In this direction, people's needs and desires can be satisfied quickly thanks to the creative economy. In addition to this, the creative economy that gains importance nowadays has a great place in domestic and foreign trade. While the concept of the creative economy is gaining importance in Turkey, Turkey has now started to announce his name in the creative industries. In this study, Turkey's potential in the creative economy is addressed. In addition, the creative sector's contribution to Turkey's economy in recent years and its importance are analyzed.

Key words: Turkey, Creative, Economy, Trade, Industry, Production

Diet Kitchen: The Case Study of Marketing Communication in Small Food Service Operator

Kawpong Polyorat

*Khon Kaen University, Thailand
kawpong@kku.ac.th*

Pongsutti Phuensane

*Khon Kaen University, Thailand
pongphu@kku.ac.th*

Sathira Tassanawat

*Sripatum University-Khon Kaen, Thailand
sathira.ta@spu.ac.th*

Abstract

“Diet Kitchen” with the slogan *“Order now. Some menu items are delicious !”* is a food service provider focusing on diet food. It is run by Mr. Sakkarin who is a young entrepreneur of this small-sized, recently-established food service provider. The main product is diet and healthy read-to-eat food for consumers who want to control their weight and want to take care of their health. The current channel of communication is primarily online. He wants to know what to do to make *Diet Kitchen’s* marketing communication better in order to reach consumers more efficiently and increase brand awareness, sales, and customer base more effectively. Mr. Sakkarin considers awareness in product quality, consumer knowledge in calories and weight control, and the use of poster as tools to achieve the goals.

Key words: Marketing communication, food service, SME, social media

Part 1 Business Background

“*Diet Kitchen*” with the slogan “*Order now. Some menu items are delicious.*” is a food service provider focusing on diet food. It was jointly founded by Mr. Sakkarin and his friends in March 2015. The business then started the full operation in the following month.

The story of *Diet Kitchen* began when Mr. Sakkarin wanted to find a method to permanently lose or control his weight. He tried to search for the right approach and found that body builders were those who could seriously lose weight by consuming little-processed and little-seasoned clean food in addition to exercising regularly. Therefore, he started learning how to cook clean food from internet. After he cooked for himself and posted the pictures of his food in his Instagram, his friends suggested that he start clean food business.

Clean food is fresh, clean, and natural. It is not supposed to be seasoned by chemicals. The food should be seasoned or processed as little as possible. As a result, the taste is neither spicy nor intense. For example, clean food should not be too salty or too sweet. Consuming clean food does not necessarily mean consuming a lot of vegetables. Instead, it is the consumption of all food groups in a suitable proportion in order to obtain all necessary nutrition values. Examples of clean food are fresh vegetables and fruits, whole grains, and mild taste food.

When returning to live in Khon Kaen again, he came up with the idea of starting a clean food business, based on his trial-and-error experience in clean food cooking. To gain more expertise in this area, he therefore decided to take a cooking course with Ms. Fahsai Pueng-Udom, a trainer at *Studio Fitness* and a writer for an online food and health blog “*Fit Junction*”. At that time, there were few competitors in clean food business in Khon Kaen.

Mr. Sakkarin thought that truly clean food could be too difficult for those who just turned to have unprocessed and unseasoned food. As a result, instead of serving the essentially clean and unpalatable, he chose to serve diet and healthy food instead of truly clean food. Food from *Diet Kitchen*, however, still maintained the cooking concept of clean food but made it tastier to be more easily consumed. He planned to offer all range of diet and healthy food including main courses, snacks, and drinks.

Part 2

Current Marketing and Marketing Communication Operations

1. Brand and brand name meaning

The name “*Diet Kitchen*” comes from the word “diet” which implies the decrease or refraining of something from each meal. The slogan “*Order now. Some menu items are delicious.*” comes from the fact that Mr. Sakkarin’s friends considered some menu items from *Diet Kitchen* to be delicious. He thought this comment was unusual and thus could be a good tactic to draw customers’ interest. Therefore, he adopted this name and this slogan.

The brand symbol is pumpkin because it can reduce the body weight due to its high fiber, low calories, and low fat. As a result, pumpkin is adopted as a symbol for diet food and for *Diet Kitchen* as displayed in Figure 1.



Figure 1: Brand and brand name.

2. Product

The diet and healthy food served by *Diet Kitchen* can be classified into 4 categories.

2.1 *Main dishes* include packaged ready-to-eat food with a variety of menu items. Examples of menu items are basil chicken, minced spicy chicken, Kua-kling chicken, spicy chicken salad, and chicken breast salad as depicted in Figure 2. The main dishes come with rice or rice noodle, vegetable or fruit, and meat. The calories are calculated and displayed on the package label as displayed in Figure 3. This piece of information is therefore very suitable for those who want to lose their weight.



Figure 2: Menu items



Figure 3: Ingredients and calories

2.2 *Desserts* include pastries which contain lower calories than regular pastries. *Diet Kitchen* does not use sugar but uses sweetener from sweet grass in cooking pastries. This is thus appropriate for those who want to control their weight. Examples of desserts are brownie, cheese cake, and pumpkin cake. *Diet Kitchen* also serves popcorn. The desserts are displayed in Figure 4.



Figure 4: Pastries and popcorn from *Diet Kitchen*

2.3 *Snacks* include granola (dried cereal with fruit) which is good to eat with yogurt or milk. There is also Sai-Uar or northern sausage as displayed in Figure 5.



Figure 5: Granola and diet northern sausage

2.4 *Drinks* include high protein milk in three flavors (French vanilla, Coffee Latte, and dark chocolate) and almond milk as displayed in Figure 6.



Figure 6: High protein milk (left) and almond milk (right)

3. Price

The prices of food and drink sold by *Diet Kitchen* can be classified as follows;

- *Main dishes and desserts*. The price starts from 70-130 Baht.
- *Snacks*. The price starts from 50-90 Baht.
- *Drinks*. The price starts from 50-69 Baht.

4. Place

The main distribution channel of *Diet Kitchen* is the online channel through Line with ID Line: dietkitchenkk and Facebook under the page “*Diet Kitchen Khon Kaen*”. The delivery is free within the Khon Kaen Municipality area (from the Government Housing Village Project 1 to the Bus Station #1 and from Sri Than Swamp to Khon Kaen Hospital) and in Khon Kaen University area. The free delivery is provided for the minimum order of 3 packs of ready-to-eat meal. Otherwise, the regular delivery fee of 50 Baht will be charged. There are 2 delivery periods: 9.00-10.00 a.m. and 11.00 -12.00 p.m. In addition, the food and drink from *Diet Kitchen* were once also sold at Msociety Fitness in Metro Condo and at Zugar Dessert Bar in HUGZ Mall. The use of these two outlets, however, was discontinued due to product turnover problem. At the present, Diet Kitchen has only an online channel and does not have an actual physical outlet. Therefore, the ambience or physical appearance is not yet an issue.

5. Promotion

Diet Kitchen conducts its marketing communication mainly through Facebook under the page title “*Diet Kitchen Khon Kaen*”. Many kinds of sales promotions are used.

For example, the discount of 10 Baht for salmon is offered with online order. Buy 5

northern sausages and get 1 free. Members of Msociety Fitness can get 10% discount. In addition, *Diet Kitchen* opened a booth in several marketing events such as in Ton Tarn Market with Msociety, in Hipster Market Project- Central Plaza Khon Kaen, in Gambol x Cheez Market- Central Plaza Khon Kaen, and in Farm Hugz Fair –Hugz Mall, as displayed in Figure 7.



Figure 7: Marketing promotion of Diet Kitchen

Part 3

Business and Competition Environment

3.1 Analysis of business environment

In terms of economic environment, consumers are more careful with their spending due to the economic depression in the previous year. They try to reduce several kinds of expenses such as travel expense. Therefore, a number of consumers turn to buy online or home-shopping. This trend is beneficial for *Diet Kitchen* as the online channel is its primary way to communicate and sell its products.

Regarding the social environment, consumers tend to be concerned with their health and their shape. As a result, clean, diet, or healthy food can respond to this consumer's trend. Moreover, due to the pressing schedule of people nowadays, *Diet Kitchen* can accommodate this social change because it serves ready-to-eat diet food. Moreover, the popularity of social media communication also substantially facilitates the ordering or selling process of *Diet Kitchen's* products.

3.2 Analysis of competitive environment


Because of the trend in consuming clean or diet food for weight reduction or for health concern, the recipe for this kind of food is readily available from both experts and amateurs. This information can be easily found through various kinds of media including social network such as Facebook under the page "Eat Clean Baby", Youtube, or various blogs both domestically and oversea. As there is no need to create the recipes by oneself, new players can thus easily start a clean, diet, or healthy food service. As a consequence, threat of new entrants is high.

Direct competitors in the same industry are food service providers that sell clean, diet, or healthy food in Khon Kaen through the online channel such as Facebook and Line and provide delivery service. Here are the list of the main competitors in the same service business and their information.

1. Kin Klean	Product & Price
	Main courses: price 49-89 Baht Snacks: price 49-59 Baht Desserts: 35-45 Baht Drinks: 35 Baht With minimum order of 10 boxes (including free delivery service) <ul style="list-style-type: none">- Around Khon Kaen University area- price 600 Baht- Outside Khon Kaen University area- price 650

	Baht
	<p>Distribution Channel</p> <p>Location: behind Khon Kaen University, Ing-Mor Lane, Sila sub-district, Muang district, Khon Kaen</p> <p>Facebook: https://www.facebook.com/kinklean</p> <p>Line: 099-460-0038</p> <p>Delivery periods: 3 rounds</p> <ol style="list-style-type: none"> 1. 07.30-08.30 2. 11.00-13.00 3. 16.00-18.00
	<p>Marketing Promotion</p> <p>-free delivery around and outside Khon Kaen University area with minimum order of 4 boxes</p> <p>- Free 1 box of fruit with minimum order of 300 Baht</p>

<p>2. Por Dee Clean & Health Food, Khonkaen</p> 	<p>Product & Price</p> <p>Main courses: price 45-79 Baht</p> <p>Main course without rice: price 80 Baht</p> <p>Breakfast set for 5 days: 300 Baht</p> <p>Snacks: price 35 Baht</p> <p>Drinks: price 35 Baht</p>
	<p>Distribution Channel</p> <p>Facebook: https://www.facebook.com/พุดดี-Clean-and-Healthy-Food-Khonkaen</p> <p>Line: pordeefood</p> <p>Delivery periods: 1 round, before 12.00</p>
	<p>Marketing Promotion</p> <p>-free delivery</p> <p>- providing calories estimate of menu items</p>

<p>3. Diet Menu</p> 	<p>Product & Price</p> <p>Main courses: price 70-90 Baht</p> <p>Main courses without rice: 70-90 Baht</p> <p>Desserts: 60 Baht</p> <p>Weekly set (6 days)</p> <ul style="list-style-type: none"> - 2 meals per day: price 820-1,050 Baht - 3 meals per day: price 1,200-1,550 baht <p>Monthly set (26 days)</p> <ul style="list-style-type: none"> - 2 meals per day: price 3,450-4,550 Baht - 3 meals per day: price 5,300-6,820 baht <p>Distribution Channel</p> <p>Facebook: https://www.facebook.com/dietmenu777/</p> <p>Line: dietmenu</p> <p>Instagram: dietmenu777</p> <p>Delivery periods: 2 rounds</p> <p>1.07.30-12.30</p> <p>2.16.00-18.00</p> <p>Marketing Promotion</p> <p>-free delivery</p>
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Based on the competitors' information, it can be seen that most of the competitors' prices are lower than those of *Diet Kitchen* even though *Diet Kitchen* uses discount as a form of sales promotion. Therefore, the intensity level of industry competition is considered high for *Diet Kitchen*.

The buyers' bargaining power is also considered high for several reasons. First, Khon Kaen has so many types of restaurants. In addition, there are a steadily growing number of new food service providers with free delivery service. Moreover, clean food can be cooked by the consumers themselves without paying much attention to the taste of food. As a consequence, consumers' bargaining power is relatively high.

Diet Kitchen uses meat from Betagro Plc. It buys other ingredients such as vegetable, fruit, and seasonings from vendors in fresh markets and supermarkets who sell pesticide-free vegetable and fruit. Therefore, the suppliers' bargaining power is regarded as moderate.

In terms of substitute goods for clean or diet food, there are many food service providers that serve noodle, cook-to-order food, all-you-can-eat food, snack, coffee shop, or bakery, for example. As a result, this threat is considered high.

The competitive environment can be summarized in Table 1 as follows;

Table 1: The competitive environment of *Diet Kitchen*

Factors	Details
Threat of new entrants	High as it is easy to start this type of food service
Competitors	High as competitors tend to offer a lower price than those of <i>Diet Kitchen</i>
Buyer's bargaining power	High as there are many food service providers and consumers can cook this type of food by themselves
Supplier's bargaining power	Moderate as there are many suppliers
Substitute good	High as diet food can be substituted by general food

3.3 Analysis of strength, weakness, opportunity and threat (SWOT)

Strengths

1. Package is microwavable and therefore is convenient for consumers.
2. Food package provides nutrition values and calories are clearly marked. This is thus suitable for those who want to lose weight.
3. Menu is flexible in that consumers can choose to have either riceberry rice or wholegrain rice noodle. This flexibility is thus likely to increase customers' satisfaction.
4. The business owner has knowledge in nutrition and consequently can provide consultancy to customers.
5. *Diet Kitchen* has many distribution channels including online, Msociety Fitness, and Zugar Dessert Bar.

Weakness

1. *Diet Kitchen*'s prices of some menu items are higher than those of competitors which generally do not exceed 100 Baht.
2. Delivery time does not cover the whole day as there is no delivery service in the afternoon or in the evening which are meal time as well.
3. There is delivery fee for some areas while most competitors do not charge extra for delivery.

Opportunity

1. There is a popular trend in consuming diet food for health or for good shape.
2. Consumer's daily lives rely more on social media as a communication channel.
3. More consumers turn to online shopping to reduce their expense during the economic recession.

Threat

1. There are not many direct competitors while there are many indirect competitors which are general food service providers.
2. Economic recession may lead to lower consumers' spending power.

Part 4

Analysis of Consumer Behavior

Based on the interview with the entrepreneur, information regarding consumer behaviors in the following topics can be provided as follows.

4.1 Analysis of Consumer Behavior with the 6Ws1H Framework

1. Who is in the target market? (Who) Consumers are those in the working age group who like tasty but low calorie food or those who want to reduce or control their weight and yet enjoy convenience in food consumption.

2. What do consumers buy? (What) They buy ready-to-eat diet food with clearly displayed information on nutrition value and calories. Certain service providers of clean or diet food do not provide this kind of information, though.

3. Why do consumers buy? (Why) They buy to respond to their physical need because food is a major staple for living. They also buy to satisfy their psychological need in weight control in order to have a better shape. *Diet Kitchen* motivates consumers to have diet food by using persuasive message and appetizing pictures of diet food as displayed in Figure 8.



Figure 8: Persuasive message and picture

4. Who takes part in the purchase decision-making? (Whom) Direct reference groups who take part in food consumption include family members and friends who are health conscious and like to have low calorie food in order to reduce their weight or to take care of their health. Indirect reference groups are those who do not communicate directly with the consumers but may have influence on their attitude and belief in health. These people could be, for example, celebrities in health issues (e.g., food nutritionist) and entertainment (e.g. movie stars or actors and actress).

5. When do consumers buy? (When) They buy when they want to satisfy their physical need derived from hunger in food. Consumers need to order 1 day in advance. From the psychological need perspective, consumers buy when they want to lose weight.

6. Where do consumers buy? (Where) Consumers can primarily buy from online channels including the Facebook page of *Diet Kitchen Khon Kaen* and Line. In the past, they could also buy from Msociety Fitness in Metro Condo and from Zugar Dessert Bar in HUGZ Mall. However the use of these two selling outlets was discontinued. Diet Kitchen does not plan to have its actual physical outlet due to budget constraint.

7. How do consumers buy? (How) Consumers have a need in consuming low calorie food to reduce their weight. They search for information on healthy or diet food in terms of types, prices, and selling outlets from a personal information source (i.e., the salesperson or Mr. Sakkarin who is the owner) and from social network (Facebook under the name *Diet Kitchen Khon Kaen* as displayed in Figure 9). Consumers evaluate the purchase decision making. They evaluate the product or store attributes by sorting the importance and expected benefits of those attributes such as menu variety, calorie level, food appearance, and price of each store. This decision may lead to just trial purchase or repeated purchase. The post-purchase evaluation is based on the degree to which the product from *Diet Kitchen* can satisfy the consumers.



Figure 9: Facebook of *Diet Kitchen*

4.2 Segmentation, Targeting, and Positioning

The framework of segmentation, targeting, and positioning or STP is also used to analyze consumer behaviors.

Segmentation

Mr. Sakkarin uses the following variables in decision-making regarding segmentation.

1. Demographics: segmented by age groups including student age group, worker age group, and retirement age group.
2. Psychographics: segmented by food consumption motivations including safety/clean, deliciousness, convenience, and worthiness.
- 3 Behaviors: segmented by benefits sought from food consumption including weight reduction, health care, taste, survival, and by communication formats (e.g., online channel and telephone).

Targeting

From the variables identified in the segmentation stage, the target group chosen by *Diet Kitchen* is working people who need to spend the whole day at work for approximately 8 hours a day. Convenience is one of their motivations for food consumption. Their primary expected benefit is weight reduction as they also

lack time for proper exercise. They use online communication in their daily life. The reason of choosing this target is that this group of consumers tends to have high demand and purchasing power.

Market Positioning

Mr. Sakkarin decides to differentiate *Diet Kitchen* from competitors based on packaging, the package of *Diet Kitchen* is thus microwavable and on the primary benefit of food which, for *Diet Kitchen*, is weight reduction. This positioning is displayed in Figure 10.

Diet Kitchen: microwavable package and weight reduction purpose

Pordee: unmicrowavable package and weight reduction purpose

Kin Klean: unmicrowavable package and healthcare purpose

Diet Menu: unmicrowavable package and healthcare purpose

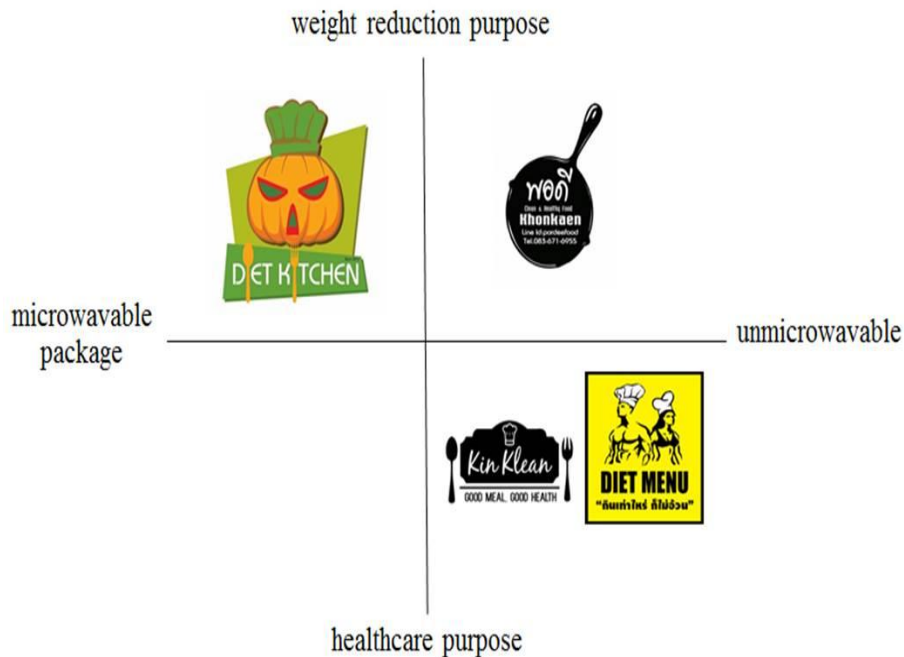


Figure 10: Market positioning

The market position of *Diet Kitchen* is different from those of competitors in that the primary purpose of its food is for weight reduction and its package is microwavable. Its food is quite suitable for consumers who want to lose weight because the amount of calories is clearly marked on the package for each meal. Moreover, Mr. Sakkarin can provide customers with advice on nutrition for

weight reduction or weight control. As a result, the concept of *Diet Kitchen* should focus on convenience and tasty diet food.

Part 5

Marketing Communication in the 1-Year Future

Mr. Sakkarin wants to consider what *Diet Kitchen* should do in terms of marketing communication in the next 1 year. Several businesses pay special attentions to marketing communication because it is an important tool for business success. These businesses attempt to analyze the communication process in order to build and convey their image through various forms of message to increase the target consumers' awareness in their business. It is expected that these messages will be a part of consumer's purchase decision-making. As a consequence, effective marketing communication will eventually lead to the business profits.

This case study analyzes the marketing communication of *Diet Kitchen*. The results reveal the integrated use of several kinds of marketing communication tools. For example, there are menu advertising and sales promotion in the form of discounts. These messages are communicated through Facebook Page under the name "*Diet Kitchen Khon Kaen*". In addition, *Diet Kitchen* had a booth in several events in Khon Kaen. Personal selling is through Mr. Sakkarin, the owner of *Diet Kitchen*. Most of the communicated messages through these different channels focus on sales promotion. However, this is relatively little message designed specifically to create brand awareness and brand equity in the perception of the target consumers.

As a consequence, in order to build more brand awareness, change the attitude of the target consumers, and increase the brand equity, *Diet Kitchen* may consider other relevant factors or issues to come up with more insights and more effective marketing communication. The level of consumer involvement with the product may be one of such factors. Product involvement may be put into 2 categories: high and low.

Consumers with a high level of product involvement may have complicated decision-making behaviors. They search extensively for product information. This is especially pronounced when there are marked differences among different brands or when the price is high. However, when the brand differences are low, information will be less important and consumers turn to use beliefs and convenience in purchase decision-making.

When product involvement is low, consumers tend to have simple decision-making behaviors. They may use little time to make a purchase decision. When the differences among brands are high, consumers may want to have a product trial for the competitive brands. When the brand differences are low, consumers may simply switch to the competitive brands. Low involvement products tend to be the daily necessities. Information may not be needed much for decision-making. Price, instead, could be more influential.

Diet Kitchen serves diet and healthy food. Therefore, their product may be considered as highly-involved for target consumers who want to lose weight or have health problem. As a consequence, food and types of food play a very important role for them. However, there is some overlap between *Diet Kitchen's* diet food and clean food which is widely available in Khon Kaen. The image of these two types of food is thus similar. *Diet Kitchen* may thus need to consider this issue in formulating their new marketing communication strategies.

In addition, based on the interview with the entrepreneur, there are three more issues that is being considered (1) awareness in product quality, (2) consumer knowledge, and (3) the use of poster. However, he has not made a definite decision regarding these 3 issues. However, he has taken the following details into considerations.

Regarding product awareness, *Diet Kitchen* may need to identify and communicate more information regarding the quality of the ingredients for each of its menu items. For example, to communicate the origin of the ingredients, *Diet Kitchen* may make a VDO clip for each dish. The clip may inform the origin of the ingredients. It may say that chicken from Betagro is used because of its high standard and quality. Moreover, the clip may describe the benefits or quality of the ingredient which are perceived by consumers to be of a high price. For example, salmon could be described with the nutrition values and its price worthiness. Moreover, calorie information can also be provided in the clip. The VDO clip could be put on the Facebook Page.

This VDO clip presentation is aimed to improve target consumers' attitude toward the price of *Diet Kitchen* food. As the prices of some of its menu items are higher than those of the competitors, *Diet Kitchen* thus needs to provide the benefits or reasons for the higher prices. The clip may communicate the use of better ingredients and *Diet Kitchen's* serious attention to the calories issue.

Regarding how to increase consumers' knowledge in calorie amount and approaches to reduce weight and have better health, *Diet Kitchen* has been used

Facebook Page primarily to communicate the menu. In the future, *Diet Kitchen* may consider changing this Page to be a blog or even a community for those who want to lose weight. Because Mr. Sakkarin has been successful in weight reduction himself, he may take this opportunity to position himself as a trainer or guru in weight reduction by sharing his method of weight reduction. One of the easiest and most effective ways to communicate this expertise is by recording a vdo clip and uploads it on Facebook. Nowadays, due to target consumers' rush life schedule, presentation through pictures will attract more attention than those in text.

The message content should try to inspire or provide moral support for those who want to lose weight. This is because most of the unsuccessful weight reduction comes from the lack of discipline or inspiration.

Creating brand awareness by posting posters in locations with target consumers. Complex or Food & Service Center 1 in Khon Kaen University, a fitness gym in Khon Kaen University or in the dormitory areas around Khon Kaen University are some examples. The purpose of this poster is to supplement the online social media currently used. An example of poster is displayed in Figure 11.



Figure 11: Example of poster

Part 6

Conclusion

Mr. Sakkarin is a young entrepreneur of a small-sized, recently-established food service provider “Diet Kitchen”. The main product is diet and healthy food for consumers who want to control their weight. The current channel of communication is primarily online. He wants to increase product awareness, change consumer’s attitude toward its product and to increase sales which are lower than expected. Given the limited financial and human resources, he is reviewing his current marketing communication practices. He wonders what he could do based on the present business environment and consumer behaviors.

He wants to know what to do to make *Diet Kitchen's* marketing communication better. He looks for consultancy in marketing communication. Assume that you are his consultant, what advice would you provide to Mr. Sakkarin to make his marketing communication better in order to reach consumers more efficiently and increase brand awareness, sales, and customer base more effectively. He considers awareness in product quality, consumer knowledge in calories and weight control, and the use of poster as tools to achieve the goals.

Typical textbooks often illustrate their communication models or marketing concepts using examples from consumer products such as toothpastes, detergents or soft drinks. When the examples come from service industry, they are often big hotels or chain restaurants. The use of small service establishment as an example is very scant. Therefore, one challenge of this case study is the application of the marketing communication theories in the context of small food service providers focusing on an online channel. Although the concepts are identical, students may need to familiarize themselves with the study context. In fact, this could reflect work in the real world when students want to start their own small business such as those in the food and beverage sector and use an online channel or social media as a primary communication tool.

In addition, it is urged to think from the perspective of a small entrepreneur with limited resources. Therefore a grand IMC plan typically found in a marketing plan competition may not be quite efficient and effective for SMEs. In this regard, students need to be more creative to use only available resources to come up with marketing communication solutions.

Further, a special attention should be given to the environmental factors and consumer behavior before the marketing communication plan is formulated. In other words, there is no ready-to-use marketing communication plan. In contrast, students need to consider the relevant factors before coming with the proper solutions. In other words, the consistency between environmental factors and a marketing communication plan should be considered.

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Income Distribution in Turkish Economy

Prof. H. Bayram Isik
Kirikkale University, Turkey

Res. Asst. Onur Bilgin
Kirikkale University, Turkey

Abstract

In Turkey, as in the world, income distribution inequality is discussed frequently in recent years. This paper analyzes income distribution in Turkey by using individual, functional, sectoral and regional data. Individual income distribution has improved slightly in recent years. The Gini coefficient decreased from 0.440 in 2002 to 0.404 in 2016. However, the sources of this improvement should be analyzed carefully. Some studies consider transfer expenditures as the reason for this improvement. When functional income distribution is analyzed, it is seen that salary income has increased steadily, from 35.8% in 2002 to 49.7% in 2016. On the other hand, the share of other income types decreased. For example, the profits of entrepreneurs have decreased from 34.5% to 18.8% in these years. In terms of sectoral distribution, productivity in the agricultural sector should be increased and policies supporting rural income should be implemented. When the regional income distribution is examined, it is seen that the lowest income region is generally the Southeast region. The purpose of this study is to make a current analysis of income distribution in Turkey and to present a policy recommendation to improve income distribution.

Key Words: Income distribution, personal income, inequality, functional income distribution

Jel Codes: D31, I32, J31

Effects of Monetary Poverty and Vulnerability on Household Welfare in Cameroon: Compatibility or Substitutability?

Yamben Michel Freddy Harry
*Faculty of Economic and Management
University of Maroua, Cameroon*

Abstract

The article is an empirical analysis of the relationship between poverty, vulnerability and nonmonetary welfare of households. To examine the impact of poverty and vulnerability on nonmonetary welfare, as well as the effects of poverty and vulnerability predictor variables on nonmonetary welfare, we used a simultaneous equation model, while applying the method based on control variables to correct simultaneity bias and the third Cameroon Household Consumption Surveys (CHCS III). Specifically, the aim of the article is to discover if these effects are compatible or substitutable; and then analyze their double causality. The results show that the effects are rather substitutable and that nonmonetary welfare explains both the state of household monetary poverty and vulnerability.

Key words: Nonmonetary welfare; vulnerability, poverty; simultaneity bias; dual causality

1. Introduction

This article is an empirical analysis of the relationship between the effects of monetary poverty and vulnerability on nonmonetary poverty. Poverty and vulnerability are two phenomena that are very often connected and sometimes mixed up in analyzes, to the extent that it is often difficult to define an exact boundary between poverty and vulnerability (Paugam, 2016; Atkinson, 2015; Alkire and Foster, 2011; Duclos et al, 2011; Stiglitz et al, 2008; Ravallion et al, 2007; Bourguignon, 2004; Lachaud, 2004). What then does it mean to be poor or vulnerable? What are the experiences of poverty and vulnerability? In Africa, these new questions are of particular interest, given the economic transition that has been delayed over the past three decades, the high inequality of wealth distribution, the tenacity of poverty and the weak level of human development. In some countries, the growth in GDP is ironically accompanied by an increase in poverty, thereby reinforcing the theory of a vicious circle as proposed by Ragner Nurske (1953).

However, in *Les Misérables*, Victor Hugo (1862) had given a precise definition. The excerpt we have chosen as an epigraph has at least five dimensions: the deprivation of needs, the impossibility to afford basic needs, the structural uncertainty of existence, daily stigmatization and psychological distress. If this is real or perceived poverty and vulnerability, the debate about poverty must be much more oriented to the form or nature of household poverty, which needs to be tackled in order to better define the content of anti-poverty policies. Attaining this objective requires the adjustment of indicators commonly used to analyze poverty, given the effects of the deep economic and social crisis that Cameroon has been experiencing since 1989, which has led to an increase in the number of vulnerable people and the weakening of the social bond, while some populations feel potentially threatened by social downsizing.

The need to restructure the path to development is not new. As early as the seventies, Chenery et al. (1974) stated that the gravity of poverty in developing countries requires “the creation of a new analytical framework that explicitly examines the processes by which the poor generate their income, and the policies that can influence these processes.” Thus, for capitalist economies, economic growth is a necessary and sufficient condition for development. This view of economic growth has stuck in the minds of governments all over the world. However, over the last two decades, the changing global economy has revealed that economic growth, as a result of market forces, generally benefits the rich more than the poor. This is because they have a comparative advantage in terms of human and financial capital, which allows them to better taken

advantage of the economic opportunities offered by positive growth; a situation that increases vulnerability and predisposes households to future poverty (Lachaud, 2004).

Similarly, Duclos (2002a) pointed out, within the framework of the new direction taken by the strategies in the fight against poverty, that the arbitration problem and more precisely the targeting choice has become acute; given that a rise in inequalities of welfare creates fragility and consequently, vulnerability to social exclusion. The latter plunges households into a vicious circle of poverty, of which each cause results into another (World Bank, 2004). In terms of poverty, two trends have emerged: on one hand, the proponents of monetary poverty that is caused by a lack of income or a capital accumulation that makes it possible to live decently (Stiglitz et al. 2006); and on the other hand, the advocates of multidimensional poverty that is presented through a set of economic and non-economic indicators (Duclos, 2009).

The two trends lasted until the beginning of the 2000s, which were marked by a double movement: the universality of the discourse on poverty with the promotion of universal rights (World Bank 2000); and a more local approach to poverty with the qualitative and participative approaches that focus on welfare (Narayan et al, 1999). In fact, poverty is no longer just a state of monetary deprivation, but rather refers to the set of opportunities available to the poorest (Sen 1990). The analysis of the relationship between welfare dimensions and development has been the starting point and the introduction of new forms of poverty in the world (Lachaud, 2009). The change in trend is notably due to the evolution of the dominant economic thought that has created, through new economic growth theories, new forms of poverty, both pecuniary and psychological. The latter causes individuals to become confined in a cycle of exclusion (Canagarajah, and Portner, 2003).

In addition, Sen (1999a) believes that the success of poverty alleviation programs should integrate both quantitative and qualitative analyzes, in order to widen the conceptual framework for poverty. He suggested that actions to ensure sustainability should be taken by public authorities to support poor and vulnerable people. This will make it possible to anticipate and better fight against future poverty in order to enable households to become resilient to poverty.

However, even though it seems to be theoretically and empirically true that poverty and vulnerability influence household welfare, and despite the debates about the significance of its impact, there are still questions about the nature and

capacity of development policies to fight against poverty. Thus, it would be relevant to analyze in the case of Cameroon, which is our case study, the extent of the effects of monetary poverty and vulnerability on nonmonetary poverty. Given that welfare analyses are usually based on work that is limited to a one-way causal approach, the specificity of this study is to undertake a two-way analysis. Indeed, monetary poverty and vulnerability are generally considered as welfare determinants, thereby ignoring the possible existence of a potential reverse causality.

Given the aforementioned, it is appropriate to question the interdependencies existing among the phenomena of poverty, vulnerability and nonmonetary welfare. Considering nonmonetary welfare in the same manner as nonmonetary poverty or living conditions, what would be the effects of monetary poverty and vulnerability on nonmonetary welfare? In other words, can the anticipation of monetary poverty and vulnerability effectively improve the nonmonetary welfare of households?

The rest of the article is organized as follows. The next section reviews the literature existing on the relationship between nonmonetary welfare, poverty and monetary vulnerability. Section 3 describes the data and explains the empirical approach chosen. The results are discussed in section 4, while section 5 presents the conclusion and policy recommendations.

2. Literature Review

2.1. Welfare Determinants: Monetary Poverty and Vulnerability

Pragmatism has led economists to describe an individual “as poor when his or her level of welfare is below a certain threshold” (Sirven, 2007). This is the poverty line that indicates a minimum level of income or the consumption of goods and services, below which an individual is considered poor. In this monetary approach, poverty results from a lack of resources (Jayaraj et al, 2009). It is measured on the basis of income or consumption, and interpreted into monetary value. Since then, this monetary approach has been gradually extended, given that the monetary criterion (income or consumption expenses) cannot be the only criterion to define poverty (Bertin, 2007). This definition leaves out certain welfare components such as owning a home, the existence of an inheritance or more generally a contact network, as well as domestic production and human capital. Be that as it may, “the division of the population into two distinct groups requires the choice of a single monetary threshold, which struggles to offer reliable results, given that the measure is sensitive to the margin choice”.

The literature on new trends in development policies lays emphasis on multidimensional approaches, such as poverty in living conditions. This can result from malnutrition, lack of education, dirty houses, an unhealthy or dangerous environment, a lack of social relations, etc (FAO, 2006). To identify the multidimensional aspects of poverty, another approach was introduced in the late 1970s by Van Praag and Hagenars (Lollivier and Verger, 1999): subjective poverty. This approach to poverty, known as the Leiden School, is based on people's own perception of their situation. Here, poverty lines are defined as "the fruit of fundamentally subjective judgments of what constitutes a minimum standard of living acceptable to the population of a given society" (Ravallion, 1996).

Using indicators for subjective poverty is a controversial subject. One of the criticisms concerns the method of establishing the criteria for poverty, because "it is more exposed to social, psychological and individual influences, which can cause it to deviate from reality" (Grosse et al, 2008). Another criticism refers to the issue of measuring subjective appreciations. The aim is know if the interviewees all understand the questions asked in the same manner and whether their answers follow the same principles (OCDE, 2011). This concerns, among other things, the problem of the influence that various factors, such as expectations or habits, may have on interviewees' answers or the practical difficulties encountered in the field, as well as errors resulting from survey methods (Senik, 2003 and 2005b). Among these factors, there is the language in which the interview was conducted, which can have some influence in a country where the interviewer often translates the questions in the field from French. Criticism has been mitigated because "there is now a corpus of diverse data suggesting that these subjective welfare measures actually contain valid information" (Clark and Senik, 2011). Variables based on individuals' perception of their financial position would also be valid, if not more so than those obtained based on reported earnings. The subjective approach also has the advantage of considering criteria that are not easy to measure within the framework of objective approaches. It also has the advantage of not translating only the will of survey-design specialist or researchers (Kingdon and Knight, 2004).

However, the transition from comparative statics to the analysis of poverty dynamics that are dependent on vulnerability plays an important role in emphasizing the poverty prevention vision. The theoretical evolution of the concept of vulnerability is driven by three fundamental trends: the theory of assets (Chambers, 1989); the capability theory, through the approach developed by Sen (1991), which is a continuation of the theory of assets; and finally, the

expected utility theory (Machina, 1982). Based on the theory of assets, which is the main focus of this research, households have an important asset structure, durable goods and equipment that give them a greater response capacity to deal with risks of future poverty.

This asset-based method is part of the multidimensional approach to poverty based on synthetic asset indices, such as those developed within the context of Sen's (1991) capability approach; and which are interpreted as reverse indicators of vulnerability. Friedman (2000) believes that assets reflect the long-term wealth of households, as well as their accumulation reflects a certain permanent and non-cyclical income. Sen (2001) partitioned assets into two capabilities: on one hand, permanent capability; and on the other hand, transitional capability. This information has turned out to be essential in the establishment of policies to fight against risks, thereby reducing vulnerability caused by poverty. Duclos (2009) says developing countries run a high risk of experiencing a fall in incomes and livelihoods in the daily lives of households, individuals and communities. Dercon (2002) argues that three trends in the literature on development issues have long recognized that risk is an important explanatory factor regarding levels of poverty and misery. Gondard-deltcroix (2007) declared that in the absence of risks, the household can anticipate the risk of future poverty and work on improving its physical assets. Lachaud (2004) says that regarding the predisposition of households to be affected by an external prejudicial event and others, the inability to react to these events plunges them into poverty traps.

According to Dubois and Mahieu (2004), this incapacity comes from the fact that "poor people focus strongly on certain skills (work, education and horizontal social relations). Since they do not necessarily have other options (financial capital and vertical social relations), their capacity structure is often highly concentrated around a small number of capabilities that do not allow for much substitution. Stiglitz et al. (2006) pointed out that the fear of risk very often leads households in poor countries to push profitable opportunities aside in favor of less risky choices, whose expected returns are weak to fight effectively against disqualifying poverty (Paugam, 2016).

A review of economic literature revealed that there exist little empirical studies, not only for the specific case of Cameroon but also more generally for some countries. Two decades ago, comparisons of the living standard of countries were generally carried out from an average income converted into US dollars at the exchange rate in the market. Today, these comparisons also take into account the nonmonetary dimensions of welfare that contribute to the quality of life.

Following the observations of “the heterogeneity of poverty,” researchers proposed different typologies and dimensions of the latter. The first work on poverty focused on monetary poverty from a clearly normative and one-dimensional approach based on income or consumption. Rowntree (1901) in Great Britain: the utility of individuals is then analyzed based on a single objective that can be absolute or relative. In contrast, subjective approaches capture the concept of utility, as its name suggests in a subjective way. In this regard, Ravallion and Lokhin (1998) argued that it is ironic that economists who base their analyses on the usefulness of agents believe that they are better judges of welfare on the basis of objective indicators. Since 1990, the approach based on living conditions, conceptualized by Sen (1979), has studied a multitude of poverty dimensions based on value judgments and subjective evaluations. Townsend (1979) elaborated a deprivation index that involved 12 dimensions. Atkinson (2003) addressed multidimensional poverty through the counting approach that identifies deprivations in several dimensions. Pi Alperin et al. (2003) distinguished three main conceptual developments of poverty analyses in the multivariate approach: a first approach which concerns the notion of social exclusion as defined by the French Minister of Welfare, Rene Lenoire, in 1974. The second concept, proposed by Sen in 1985, introduces the concept of operation. The third approach, put in place by the UNDP (1997), is translated by human poverty indices. Until the beginning of the 1980s, several econometric studies related to the structure of variables correlated with household welfare, showed how the analysis of welfare brings about an additional dimension (Combes, 2010); an added value within the context of the analyses of poverty and inequality. Among these different methods used in modeling poverty determinants (Ravallion, 1994a), two main approaches have been identified: the two-step approach and the direct approach. Comparing the two, Appleton (2001) pointed out that there are more variables when it comes to implementing the two-step approach and that most especially, it includes human capital variables and many other sets of variables that clearly provide a better readability to identify welfare determinants.

The in-depth analysis of the modeling of welfare determinants has been the result of work⁷⁹ limited to the characterization, on one hand, of economic determinants; and on the other hand, intrinsic determinants linked to the household. However, it does not consider the impact of welfare on household poverty and vulnerability. This work used household expenditures as a welfare indicator (Muller, 1997). Oyugi (2000) expanded the work done by Greer and Thorbecke (1986a) using both discrete and continuous indicators as a dependent

⁷⁹ (Atkinson, 1989; Foster and Shorrocks, 1991; Bourguignon and Goh, 2004).

variable in a study on poverty in Kenya. He noted that the size and location of the household are poverty determinants. The stratification of households to be both poor and vulnerable is done on the basis of a synthetic indicator of nonmonetary welfare. Epo et al. (2010) used ordinary least squares to evaluate welfare determinants in Cameroon. From these results, it was noted that the number of household members who work in the formal sector and being a man determine household welfare. Lynch (1991) examined poverty determinants in Cameroon between 1983 and 1984 using a logit model with five explanatory variables. In terms of results, the probability log for being poor increases especially if the household is situated in regions in the highlands, the north and the forest, with the probability log for being poor becoming higher for the highlands. This probability decreases significantly if the household is situated in the cities of Yaounde and Douala. However, this study suffers from a certain number of limits, namely: the absence of a consideration of endogeneity problems related to the education of the household head; only the exogenous variables and the poverty status are observable, meanwhile the welfare indicator variable of the household should also be taken into account (Ravallion et al., 2007). Baye and Epo (2009) in turn used the “control variable method” to remove the limit on the endogenisation of categorical variables (education and health) from the CHCS data (II and III) and to assess the determinants of gender inequality in Cameroon. The results indicate that the educational level is indeed endogenous.

The household size and area of residence, as well as educational level, are welfare determinants for the household. Baye and Fambon (2010) to overcome this difficulty used the “control variables method” on the CHCS (II) data, in order to understand the link between parental illiteracy and child health in Cameroon. The specification took into account the interaction between the error margins of the model, endogeneity, omission of certain variables and functional forms. The matched results showed that the parents’ level of education, the size of the household, and the area of residence are variables that affect children’s health (Wang and Liu, 2016). And so, the welfare of the parents affects that of the children. Being such, the welfare of children also affects that of their parents. This is a two-way causality.

Section Three: Estimation Strategy and Data

To attain these objectives, we adopt a control function econometric approach that simultaneously links poverty, vulnerability and household welfare. Our methodological approach is based on the existing literature work, whose frame of reference is the Sikod and Baye model (2010). The choice of a simultaneous equation model is justified since monetary poverty and vulnerability are generally considered as determinants of welfare, thereby ignoring the possibility of potential reverse causality. Thus, the causal links between the variables can be represented by the following structural equations (Wooldridge, 2002):

$$Y = \beta X + \delta W + \varepsilon_1$$

(1)

$$W = \lambda Z + \delta Y + \varepsilon_2$$

(2)

where Y is the composite index of nonmonetary welfare⁸⁰, X is the set of exogenous variables⁸¹ that are supposed to explain the economic welfare of the household, and W endogenous variables (poor and vulnerable). While Z determines the particular characteristics of the household (determinants) taking into account their social situation. β , δ and λ parameters to be estimated while incorporating the constant terms. ε_1 and ε_2 are the error margins that appear in the equations of the structural form. Since endogenous variables are determined at the same time as nonmonetary welfare, they correlate with ε_1 . This leads to biases and inconsistencies in the OLS estimates. In the same vein, nonmonetary welfare correlates to ε_2 . But the interest here is to estimate Equation (1). To do this, by replacing the right side of Equation (1) with its value in Equation (2), thereby obtaining Equation (3) as follows:

⁸⁰ Type of water supply, household lighting source, garbage disposal method, type of toilet, wall material, flooring material, owning a telephone, owning a television, owning an air conditioner, owning a fridge/freezer and owning a radio set, roofing material, owning a stove, owning a vehicle and obtaining a business loan

⁸¹ Educational level, industry, marital status, socio-professional category, area of residence, sex, household size, age group

$$W = \lambda Z + \delta'(\beta X + \delta W + \varepsilon_1) + \varepsilon_2 \quad (3)$$

To solve this equation in W, a strong assumption is made that $\delta'\delta \neq 1$ and this equation whether it is restrictive or not remains an empirical equation. Through certain arrangements, this equation is transformed into Equations (4) and (5), as follows:

$$(1 - \delta'\delta)W = \lambda Z + \delta'\beta X + \delta'\varepsilon_1 + \varepsilon_2 \quad (4)$$

$$W = \beta G_x + \lambda G_z + \varepsilon_3 \quad (5)$$

$$\text{where,} \quad G_x = \delta'X / (1 - \delta'\delta), \quad G_z = Z / (1 - \delta'\delta) \quad \text{et}$$

$$\varepsilon_3 = (\delta'\varepsilon_1 + \varepsilon_2) / (1 - \delta'\delta)$$

Equation (5) made it possible to write the vector W according to the determinants of economic welfare G_x and the particular determinants G_z that explain the particular state of the household. And ε_3 is the vector of the error margins of the equation in a reduced form. The vectors of the β and λ parameters are the non-linear functions of the structural parameters in Equations 1 and 2. The error of the reduced form ε_3 is a linear function of the error margins of the structure ε_1 and ε_2 . However, ε_1 and ε_2 are each non-correlated to the parameter vector β and λ , and ε_3 also benefits from this presumption, the vectors of the parameters G_x and G_z are estimated through the OLS, which is suitable for the first step of an estimation of the 2SLS.

Indeed, as poor and vulnerable are endogenous in structural Equation (1), the convergent estimation method and that of the instrumental variables in the presence of correlation between the errors and the explanatory variables. For this purpose, the instruments have been determined from existing literary works (Sen, 2000; Sen, 1999a; Rousseau, 2004). Thus, the choice of instruments and their treatment was done at the level of the enumeration areas (justification in section 3.1.2).

To take into account both the potential endogeneity and unobserved heterogeneity among poor and vulnerable households, Equation (1) was augmented in Equation (6). This specification provides a control function and detects the endogeneity bias (Garen 1984; Mwabu 2009):

$$Y = \beta_0 + \beta_1 X + \delta W + \beta_1 \hat{\varepsilon}_3 + \alpha[\hat{\varepsilon}_3 * W] + \nu \quad (6)$$

where, $\hat{\varepsilon}_3$ is the estimated residual vector derived from the reduced form of Equation (5); meanwhile the component $[\hat{\varepsilon}_3 * W]$ the interaction between the estimated residual vector and the predicted values of each observation of the poor and vulnerable variables. But since this correlation is non-linear, the control function approach is necessary and the inclusion of the interaction term $[\hat{\varepsilon}_3 * W]$ in Equation (6), cleans the structural estimates of welfare parameters from bias caused by potential simultaneity and unobserved heterogeneity. However, after predicting the residues of the poor and vulnerable variables, which correspond to the first step of the double least squares, the instrumented poor and vulnerable variables were multiplied by the average effect of their predicted residuals, in order to solve the problem of potential simultaneous bias or reverse causality (Sikod and Baye, 2010). Indeed, the determination of direct and indirect effects is based on the partial derivative of the composite index of nonmonetary welfare (Y) in relation to W as follows:

$$\frac{\partial Y}{\partial W} = \delta + \alpha \hat{\varepsilon}_3 \quad (7)$$

The first term to the right of the partial derivative corresponds to the direct effect of the poor and vulnerable variables; and the second term, meanwhile, captures the unobservable indirect effects after instrumentalization. The analysis of the meaning of the effects is done through a test of hypotheses: the non-complementary null hypothesis is when $\delta = 0$ for $(k=1,2)$ and the alternative hypothesis $\delta > 0$

3.1. 3.1. Model Specification Tests

Before estimating the model, methodological precautions guaranteeing the validity of the results from the logit and probit estimates by systematically

testing the residues, led us to retain a logit instead of a probit. Then the relevance and the validity of the instruments were carried out through endogeneity tests (Hausman, 1978) and exogenous tests (Shea, 1977). By demonstrating theoretically and intuitively that: $\text{Cov}(Z, W) \neq 0$ and $\text{Cov}(Z, Y) = 0$. For the multicollinearity problems, the variables used in the construction of the composite index of welfare were not included in the estimates of the model. Since even a partial violation would weaken the validity of the numerical values obtained.

3.1.2. Justification of the instruments and their treatment at the level of the enumeration areas

► Poverty and access to land/home

Having access to the home reduces the support of households to rental charges and allows them to direct these resources into a value-added productive circuit, in order to consolidate certain feasible operations and also operations that have been carried out or accomplished (Sen, 1999a). On the other hand, being a landowner is a more enriching asset to the extent that the household can develop activities with a strong agricultural propensity, not only for its self-sufficiency in food but also and above all for the marketing of the rest of the surplus products.

► Vulnerability and access to land/home

Having access to land or home, as we have just seen, is a wealth, which has been described by Tobit (1958) as durable goods. Possession of these assets can help prevent vulnerability, even if risks may occur and destroy the cultivable space in the event of a natural disaster (Chambers, 1989). In the absence of a risk, the household can anticipate the risk of future poverty and work on improving its physical assets (Gondard-delcroix, 2007).

3.2. Data

The data was obtained from the CHCS III survey. The operations involved a sample of 11,391 households and the variable that discriminates households against the poverty line is the composite indicator of nonmonetary welfare. Similarly, in the case of vulnerability, this indicator is simply the probability that the future expenditure of the household is below a poverty line. In all, obtaining poor and vulnerable households was based on the comparison, on one hand, between the composite nonmonetary welfare indicator and the poverty line; and on the other hand, on a comparison between the vulnerability indicator and the incidence of poverty.

3.2.1. Variables of interest

The choice of the variable for the vulnerable and poor is unique because it allows us to appreciate the interaction between the poor and the vulnerable, as well as their predicted residuals, to understand if the effects of monetary poverty

and vulnerability on nonmonetary welfare are compatible or substitutable. Other variables of the model: education level, industry, marital status, socio-professional category, area of residence, sex, household size, age group and instruments: owning home and land are apprehended at the level of enumeration areas since they suffer from the problem of potential endogeneity and therefore, are previously transformed. The averages are taken at the first stage of each run from the primary samples in the sample.

3.2.2. Choice of variables and construction of the composite index for nonmonetary welfare

The unit of observation that we retained in the construction of our index is the household and not the individual. Several reasons led us to retain this unit to the detriment of the individual. In the first place, we chose the household for pragmatic reasons because all the essential modules of the survey refer to households' achievements as a homogeneous unit of sharing (CHCS III). Housing-related elements, for example, are not physically divisible among household members. Secondly, even if the approaches chosen refer to the welfare of the individual, they are perfectly extensible to the welfare of the entire household; if we consider the household as a place where resources are sharing.

The construction method of the composite index for nonmonetary welfare is centered on a Multiple Correspondence Analysis (MCA). The idea behind the construction of the ICP is to assign a composite indicator of relative deprivation to each household, based on the information collected about the household using different variables embedded in the methodology. Taking multiple dimensions and integrating them into a single indicator is a powerful idea in that it does not simply assign the cause of poverty to low income. It corroborates the work done by the Nobel Prize winner in economics, Amartya Sen (2000), according to who "poverty should not be defined by what a person possesses, but by what he can be, can do and can become.

The relative deprivation variables being most often in large numbers because of the multiplicity of domains that embraces this form of poverty, it is a question of making a first MCA which could allow the exclusion of some of them. The criteria for exclusion are multiple: either the variable has a high rate of missing values or the variable has too many underrepresented terms. For variables with many modalities, some can be combined as much as possible; either the variable does not participate sufficiently in the inertia of the first factorial axis; or the variable does not obey the COPA property (Ordinary Consistency along the First

Axis), according to which the welfare expressed through a variable should degrade or improve upon moving or flipping on the first factor axis (Asselin, 2005, 2009). Households are thus ordered according to their level of welfare. Initially, we retained 26 domains of living conditions (CHCS III) that were supposedly correlated to the state of welfare of the household. Subsequently, a Multiple Correspondence Analysis (MCA) was applied to all the variables. The variables selected at the end of the first MCA were the subject of a second MCA. These variables led to the determination of the coordinates of each modality on the factorial axis. The first factorial axis of the MCA thus provides standardized scores that constitute the weighting coefficients. The ICP of a household is obtained from the mean of the scores of the categorical variables. Finally, the standardized average of the scores of the different units of each category represents the weight of this category. However, certain categories of variables are excluded for non-compliance with a number of criteria specific to the construction of a composite index, thereby reducing the spectrum including the number of initial variables in the study (Bertin, 2007).

The analytical approach consisted in the analysis of the proximities among the households, the variables and the modalities; the testing of the correlations and the redundancies of information; and then the synthesis of plural information in a one-dimensional indicator starting from the variables considered. Two modalities of different variables are close if their distance is small and at that moment, it is the same households that simultaneously take the same modalities for the same variables. After the first MCA, the number of variables went from 26 to 15. The list of variables or domains is included in the appendix, as well as the statistical results.

Section Four: Results of the Estimates

4.1. Strength and exogeneity test of instruments

Table 1 presents the results of the various tests of endogeneity, over-identification, and under-identification; and poses the problem of weak instrument. In this table, only the model with the explanatory variables and the one with added control variables are both globally significant from the Fisher test ($\text{prob} > F = 0.000$), which give us F values that are respectively equal to 184 and 94. The Hausman test makes it possible to find out if there are significant differences between the estimated coefficients. Indeed, the Hausman test (1978) of chi-squared with two degrees of freedom is globally significant ($P\text{-value} = 0.000$) and reinforces the endogeneity of the variables for the poor and vulnerable. The relevance and validity of the instruments are measured by the yardstick of the coefficient of determination. This presumably indicates that the instruments are valid (Smith and Blundlle 1986; Shea 1997). The calculated

Cragg-Donald statistic (1.83) being lower than the critical values poses the problem of weak instruments (Stock and Yogo, 2004). As a result, physical assets, being homeowners and landowners, are relatively inefficient tools to fight against poverty and vulnerability.

4.1.1. The impact of physical assets on poverty and vulnerability

In economic theory, the development of land and real estate requires resources and their sustainability, which households do not have based on the thesis of a lack of capital accumulation (Ragner, 1953). And this can justify their weak influence in the daily life of Cameroonian households. On the other hand, being a landowner can be a more rewarding asset since the household can develop activities with high agricultural propensity not only for its nutritional self-sufficiency, but also and above all for the marketing of the rest of the surplus products (Rousseau, 2007).

Indeed, the instruments are positively correlated with poverty, and furthermore, explain the state of welfare of the household: owning a home and having access to land reduce poverty to the threshold of 1%. Households that own land have some form of collateral, such as conventional credit inflow and can increase their family's farms, as well as increase production, income, and improve welfare and community welfare.

But then according to Siglitz and Weiss (1981), information asymmetry problems can lead to a limitation of the number of loans leading to the rationing of credit and consequently to the annihilation of economic activity. As a result, the experience of poverty or vulnerability, regardless of time and country, has common characteristics that go beyond the mere deprivation of property. It also depends on the weakening of sociability and the loss of confidence in public institutions by households (Paugam, 2016).

Similarly, the development of local initiatives through the implementation of community development projects and through some financing or endowments of assets in kind can enable households to avoid the specter of poverty. And to improve their welfare while developing resilience skills that enable them to be proactive in the face of shock (Lachaud, 2004). The vulnerable variable is one of the variables that further predispose the household to very high poverty in the future (5%).

In addition, instrumentation the vulnerable variable and predicting it provides future poverty rates. That is, predicting samples of households that are vulnerable to future poverty, in order to identify those households that would be

expected to live in poverty due to potentialities, opportunities or accessibilities. This would facilitate arbitration in terms of social policies, for example, the establishment of safety nets by public authorities within the context of social assistance. And to prevent households from getting bogged down in a real cycle of exclusion, a source of political instability. So being poor has more of a reducing effect on welfare than being vulnerable.

The econometric analysis from the instrumentation of the poor and vulnerable variables clearly shows that both variables contribute to the explanation of nonmonetary welfare. Thus, knowing the characteristics of a poor household and those of a vulnerable household, one can seek to identify the potentiality to be valued or the opportunities that must be created in order to enable households to be sheltered from present and future poverty. This would prevent poor households from living in situations of disqualifying poverty.

4.1.2. The effects of socio-economic and demographic characteristics on poverty and vulnerability

Several literature reviews on the manifestations of socio-economic and demographic characteristics of poverty and vulnerability have been elaborated over the years. Given the existence of these journals, what is the added value of this? In the fight against poverty, education is not only seen as a factor that enables individuals to accumulate human capital in order to obtain good jobs and even better paid jobs, but also as a particular dimension of welfare. (Fusco, 2005 ; Alkire, 2002; Barro and Lee, 2011).

According to Jalan and Ravallion (1998), human capital is considered to be a generally discriminating variable in terms of poverty. However, in this research, the result seems surprising because the education variable is not significant. This seems to explain in other words that its impact on the reduction of the probability of being poor is zero within the context of an estimate, without taking into account the problem of endogeneity. For this purpose, high levels of education do not result in a change in the probability of being deprived of opportunities.

The reasons can now be well known: the mismatch between skills received by these households and the needs of the labor market; the value of Cameroonian diplomas and their integration into the socio-professional environment. And finally, the confusion between skills and performance in developing economies means that price and income do not reflect the relative scarcity of goods and factors in different markets. The situation can skew the educational policy of a country and consequently slow development.

Classical literature also considers household size as a determinant of poverty. But in the analysis of welfare, it seems to contribute to the improvement of household welfare within a framework of the economies of scale (Lachaud, 2007). In this sense, household charges are distributed among the different household components and as a result, larger households and to a lesser extent those under strong population pressure are more likely to be poor when the majority of members work in the informal sector. Hence the eternal debate about the restructuring of the informal sector or otherwise convening, not only the reformation of the labor code but also the real structural reforms in this sector. With regard to sex, Rousseau (2007) pointed out that female-headed households suffered a significant disadvantage in terms of access to land; a situation that explains the feminization of poverty but does not corroborate our main results. In Cameroon, women heads of household already have more access to land in view of the new legislation in force on state property and thus benefit from several sources of income. Nevertheless, while in Madagascar everything suggests that households headed by women are more susceptible to vulnerability and poverty; in Cameroon, these households are becoming less and less exposed to vulnerability and poverty, Sikod and Baye (2010). This is the message from our main results.

Table 1: Monetary poverty and vulnerability: Determinants of nonmonetary welfare

<i>Variable</i>	<i>Coefficient</i>	<i>Standard Deviation</i>	<i>t</i>	<i>p-value</i>
<i>Endogenous variables</i>				
<i>Poor</i>	-0,3650**	0,1690888	-2,16	0,031
<i>Vulnerable</i>	0,1051	0,1607276	0,65	0,513
<i>Exogenous variables included</i>				
<i>Area of residence</i>				
<i>Rural</i>	-0,0796***	0,0212932	-3,74	0,000
<i>Sex of household head</i>				
<i>Female</i>	0,0027	0,0095657	0,29	0,775
<i>Age group</i>				
<i>30 to 39 years</i>	0,0038	0,0064102	0,59	0,554
<i>40 to 49 years</i>	0,0249***	0,0063845	3,9	0,000
<i>50 years and above</i>	0,0257***	0,0079091	3,25	0,001
<i>Marital Status</i>				
<i>Monogamous marriage</i>	-0,0287*	0,0167604	-1,71	0,087

Polygamous marriage	-0,0457**	0,0195674	-2,34	0,020
Widower/Widow	-0,0131	0,0101289	-1,3	0,194
Separated/Divorced	-0,0261*	0,0138471	-1,89	0,059
Free Union	-0,0037	0,0176989	-0,21	0,835
Educational level				
Primary	-0,0035	0,0150266	-0,23	0,818
Secondary	0,0149	0,0216261	0,69	0,490
Higher	0,0228	0,0229205	0,99	0,321
Socio-professional category of the household head				
Skilled employees	-0,0916**	0,0466067	-1,96	0,049
Laborers	-0,0892	0,0899626	-0,99	0,322
Employers	-0,0671***	0,014373	-4,67	0,000
Self-employed	-0,0622*	0,0328499	-1,89	0,058
Caregiver/Apprentice	-0,0679	0,0426407	-1,59	0,111
Sector of activity of the household head				
Informal	-0,0489	0,048874	-1	0,317
Household size				
2-3 persons	0,0647***	0,0196069	3,3	0,001
4-5 persons	0,1260***	0,047624	2,65	0,008
6-7 persons	0,1783**	0,0698762	2,55	0,011
8 persons and above	0,2229**	0,0957479	2,33	0,020
Constant	0,3902***	0,0163005	23,94	0,000
Endogeneity test of endogenous regressors (poor and vulnerable)				
Hausman chi square test Chi2(2)	59,029	p-value	0,000	
Sub-identification test				
Anderson Canon's statistics Chi2(1)	3,685	p-value	0,055	
Over-identification test of all instruments				
Sargan's statistics	0,000	Equation as exactly identified		
Weak identification test				
Cragg-Donald's statistics		1,838		
Critical values	10%	15%	20%	25%
	7,03	4,58	3,95	3,63
R ² non-centered				0,2596
R ² centered				0,7469

<i>Fisher's test [p-value]</i>	338,37 [0,00]
<i>Number of observations</i>	11391

Source: Elaborated by the author based on CHCS III with the use of STATA 11. Notes: (*) (**) and (***) translate, respectively, the significance of 10%, 5% and 1%.

4.1.3. Nonmonetary welfare, monetary poverty and vulnerability: what relational forms?

Table 2 presents the results of the different MCO and 2SLS estimations, and the method of the control variables, obviously, with the endogeneity problem being taken into account.

Indeed, with the MCO method, the poor and vulnerable variables are correlated to welfare. Education plays a major role in the utility function of household welfare. This result converges with the majority of results in the classical literature on the impact of human capital on the welfare of populations (Canagarajah et al., 2003). Socio-economic characteristics are all significant at 1% and remain the main determinants of the welfare of Cameroonian households (Thorbecke, 2005).

With respect to the two-stage least squares (2SLS) method, the vulnerable variable remains unclear as to its endogenous variable status. Poverty explains the state of being of the household. Age and the rural sector further reduce people's welfare. However, education does not influence the utility function of people's welfare. Paradoxically, household size enhances the welfare of people (Baye, 2011). However, the included explanatory variables of the model reinforce the thesis that household welfare remains very fragile.

With respect to the control variable method, the multiplicative explanatory variables: poor and vulnerable multiplied by their respective predicted residuals have additive effects on the nonmonetary welfare index. Thus, this method compared to the least squares method shows that nonmonetary welfare explains the state of household monetary poverty and vulnerability. As a result, unobservable effects have both positive and negative effects on the welfare of the household.

However, households that are well represented in relation to the first factorial axis and enjoy a higher level of welfare are moving away from future poverty more than those whose welfare is deteriorating along the first factorial axis. They have the possibility to seize the opportunity that is offered to them given

the potential they have to change their utility function, starting from their social welfare. For this, actions to fight against poverty must favor preventive methods more than curative methods and, consequently, welfare (Lachaud 2004, Sen 2002, Duclos 2000).

Indeed, any policy aimed at substantially improving the living conditions of the household leads consequently to the fight against vulnerability, and indirectly against poverty. The effects of monetary poverty and vulnerability on nonmonetary welfare are substitutable rather than compatible (Table 2). The determinants of the composite index of nonmonetary welfare from the control variables give two cases: the determinants positively correlated with welfare on one hand (the sex of the household head, the level of education and the size of the household); and the determinants negatively correlated to nonmonetary welfare on the other hand (poor, vulnerable, sector of activity, marital status, socio-professional category and sector of activity).

This justifies the inverse causality of our conceptual framework. And shows that welfare is a kind of warning indicator for analyzing monetary poverty and vulnerability. This must be a signal to the authorities to prevent households from feeling potentially threatened by social downgrading (Paugam, 2016). From the estimation of control variables, econometric analysis also shows that poverty and vulnerability are inversely correlated in explaining nonmonetary welfare. This suggests that the areas of intervention in the fight against poverty must be differentiated on a case by case basis, depending on whether the household is very vulnerable to poverty or not.

With regard to different estimation methods, when problems of endogeneity are solved, by examining model by model, one realizes that the MCO method and the control variables reinforce the theory that education remains a decisive factor in the fight against poverty and improves the welfare of households. What Chen et al. (2016) show in the case of Malaysia, where primary education and higher education have positive effects on growth, while secondary education has a negative impact; even though the indirect effects are more important than the direct effects. With the control variable method only higher education influences the welfare of households.

In all, the purpose of this research has been achieved because we have managed to demonstrate the interdependence of our conceptual framework, and then I found out that the effects are rather substitutable than compatible.

Table 2: Different estimation methods			
Estimation methods	M.C.O	IV 2SLS	Control variables
Variable			
Endogenous variables			
<i>Poor</i>	- 0,0747***	-0,3650**	-0,3409***
<i>Vulnerable</i>	0,0346***	0,1051	-0,0171
Exogenous variables included			
Area of residence			
<i>Rural</i>	- 0,1808***	-0,0796***	-0,0943***
Sex of household head			
<i>Female</i>	0,0228***	0,0027	0,0039
Age group			
<i>30 to 39 years</i>	0,0106***	0,0038	0,0027
<i>40 to 49 years</i>	0,0286***	0,0249***	0,0233***
<i>50 years and above</i>	0,0442***	0,0257***	0,0246***
Marital Status			
<i>Monogamous marriage</i>	- 0,0172***	-0,0287*	-0,0239**
<i>Polygamous marriage</i>	- 0,0252***	-0,0457**	-0,0448***
<i>Widower/Widow</i>	-0,0113*	-0,0131	-0,0101
<i>Separated/Divorced</i>	- 0,0294***	-0,0261*	-0,0198**
<i>Free union</i>	0,0082	-0,0037	-0,0077
Educational level			
<i>Primary</i>	0,0566***	-0,0035	-0,0086
<i>Secondary</i>	0,1131***	0,0149	0,0165*
<i>Higher</i>	0,1291***	0,0228	0,0232***
Socio-professional category of the household head			
<i>Skilled employees</i>	- 0,0861***	-0,0916**	-0,0793***
<i>Laborers</i>	- 0,0950***	-0,0892	-0,0418
<i>Employers</i>	-	-0,0671***	-0,0731***

	0,0633***		
<i>Self-employed</i>	- 0,0874***	-0,0622*	-0,0656***
<i>Caregiver/Apprentice</i>	- 0,0838***	-0,0679	-0,0643**
<i>Sector of activity of the household head</i>			
<i>Informal</i>	- 0,0682***	-0,0489	-0,0014
<i>Household size</i>			
<i>2-3 persons</i>	0,0239***	0,0647***	0,0689***
<i>4-5 persons</i>	0,0387***	0,1260***	0,1363***
<i>6-7 persons</i>	0,0572***	0,1783**	0,1848***
<i>8 persons and above</i>	0,0737***	0,2229**	0,2282***
<i>Constant</i>	0,4227***	0,3902***	0,3422***
<i>Control variables</i>			
<i>Predicted residues for the poor</i>			-0,1660*
<i>Predicted residues for the vulnerable</i>			0,3452***
<i>Poor multiplied by its predicted residues</i>			-0,1428***
<i>Vulnerable multiplied by its predicted residues</i>			0,3733***
<i>R²/ non-centered (for instrumental variables estimation)</i>	0,6873	0,7469	0,7171
<i>R² adjusted /centered (for instrumental variables estimation)</i>	0,6864	0,2596	0,7162
<i>Fisher's test [p-value]</i>	839,17 [0,00]	338,37 [0,00]	834,16 [0,00]
<i>Number of observations</i>	11391	11391	11391

Source: Elaborated by the author based on CHCS III with the use of STATA 11. Notes: (*) (**) and (***) translate, respectively, the significance of 10%, 5% and 1%.

5. Conclusion

Are we doing enough for the poor and the vulnerable? This question takes on a particular intensity as the vicious circle of poverty continues to worry us with regard to the immediate present and the societal exclusion of certain sections of the population. This vicious circle since the end of the Glorious Thirties increases the number of vulnerable people who also feel potentially threatened by social downgrading and pose a danger for social cohesion and development. The paper assessed the effects of monetary poverty and vulnerability on household welfare in Cameroon, using a model with simultaneous structural equations. The overall negative effect of poverty and vulnerability on economic outcomes has been confirmed by an increasing amount of literature. Compared to the literature that exists on this subject, we bring two elements. First, we propose a detailed analysis of the channels through which poverty and vulnerability affect welfare.

Notably, the evolution of global economy have revealed that economic growth, as a result of market forces, generally benefits the rich more than the poor (Sitglitz et al, 2006). They benefit from an advantage in terms of human and financial capital that allows them to better capture the economic opportunities offered by positive growth to the detriment of the poor (Paugam, 2016). Then, siding with Duclos (2009), countries whose development depends on human capital, physical and transaction costs are the most vulnerable to precariousness.

On the empirical level, two major facts caught our attention. At first, the effects were rather substitutable than compatible. In a second step, nonmonetary welfare explains the state of household monetary poverty and vulnerability, hence the interdependence of our conceptual framework. Our results also highlight the existence of potential factors, beyond the cyclical effects of adverse shocks. Among these potential factors, real estate and land ownership play a positive role in the fight against poverty and vulnerability.

The evaluation of the determinants of the composite index of nonmonetary welfare from control variables gives two cases: the determinants positively correlated with welfare (the sex of the head of household, the level of education and the size of the household); determinants negatively correlated with nonmonetary welfare (poor, vulnerable, industry, marital status, socio-occupational category and industry). The development of human capital in terms of education and physical capital in terms of ownership of land, houses, and

many other durable goods are major axes or signals on the part of the public authorities for better decision making and policy direction and effective response to poverty and vulnerability (Baye and Fambon, 2010). This implies that additional research efforts to determine modalities for strengthening current macroeconomic and microeconomic policies and behavior should be intensified to transfer more revenue to decentralized and poorer local governments (Paugam, 2014). However, beyond the poverty reduction strategies, the MDGs and the SDGs, how can inclusive development be achieved and take into account, vulnerability traps, the trickle-down-effect?

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APPENDIX: Multiple Correspondence Analyses (MCA)

If we consider the index of a given household i and Y_i as its value for the ICP,

the functional form of the ICP will be as follows $= \frac{\sum_{k=1}^K \sum_{j_k=1}^{J_k} W_{jk}^k I_{jk}^k}{K}$ where K = number of categorical indicators; J_k = number of categories of the indicator k ; I_{jk}^k = number of categories of the indicator k ; W_{jk}^k = weighting coefficient of the category j_k .

This is the normalized score on the first factorial axis, i.e. $\frac{Score}{\sqrt{\gamma_1}}$, γ_1 is the first proper value.

I_{jk}^k = binary variable taking the value 1, if the unit belongs to the category j_k , and 0 otherwise. All the modalities of the variables are thus transformed into binary indicators possibly taking the values 1 or 0; which leads to T binary indicators. The functional writing of the ICP of the household i becomes for this purpose

$$Y_i = \frac{1}{K} (W_1 I_{i1} + W_2 I_{i2} + \dots + W_p I_{ip})$$
 where $W_p, p=1, \dots, P$ is the normalized weight or score of the modality p on the first factorial axis I_{ip} represents a binary indicator taking the value 1 when the household i has the modality p, and 0 otherwise. Once the composite poverty indicator is determined for each household, all that remains is to classify it as poor households and non-poor households. It is a question of determining a threshold for the ICP, below which every household is poor; and which in turn assigns a household to the non-poor class if this threshold is lower than its ICP. A first solution is provided by the Hierarchical Ascending Classification (CAH). The CAH allows households to calculate the distance between them in order to form a group of poor and non-poor, while minimizing variability within classes and maximizing the dispersion between the two classes. A weight is also assigned to each class and the poverty line is calculated as follows: $Y_{Seuil} = \max Y_i^P m_i^P + \min Y_i^{NP} m_i^{NP}$ where: $\max Y_i^P$ = maximum ICP value is in the class of the poor; $\min Y_i^{NP}$ = minimum ICP value in the non-poor class; \square_P = weight of the poor class; \square_{NP} = weight of the non-poor class; m_i^v = weight of the vulnerable class; m_i^{nv} = weight of the non-vulnerable class.

Different modalities used for building a composite index

Table A1: The coordinates on factorial axes					
Factors	F1	F2	F3	F4	F5
Roofing material					
Mats/stubble/other	-1,194	1,023	0,006	0,750	-0,380
Sheet/tile	0,185	-0,218	-0,006	-0,142	0,058
Cement	1,225	0,993	0,393	0,146	0,223
Owning a kitchen					

No	-0,163	-0,117	-0,031	0,008	-0,010
Yes	1,842	1,327	0,356	-0,086	0,115
Owning a car					
No	-0,091	-0,088	-0,025	0,021	-0,012
Yes	2,080	2,026	0,578	-0,486	0,297
Obtaining a business loan					
No	-0,020	0,006	-0,032	0,000	-0,007
Yes	0,289	-0,082	0,467	-0,009	0,127
Type of water supply					
River/stream/lake/other	-0,916	0,871	-1,232	-0,039	0,696
Public tap	-0,691	0,116	1,163	-0,169	-0,434
Well/ modified source	-0,211	-0,043	-0,930	-0,578	-0,936
Borehole	-0,017	-0,077	-0,984	-0,461	-0,819
Community tap	0,154	-0,531	0,384	0,422	0,724
Tap water reseller	0,165	-0,600	-0,203	0,040	-0,586
Personal tap	1,382	0,911	0,332	-0,093	0,122
Household lighting source					
Others	-1,273	1,901	-2,706	2,442	0,292
Kerosene	-0,823	0,270	0,217	-0,386	0,116
Electricity not obtained from SONEL	-0,663	0,303	1,192	2,523	-2,919
Generator	0,229	0,044	-1,476	-1,228	0,842
Electricity obtained from SONEL	0,662	-0,282	-0,089	0,079	0,018
Gas	2,703	3,642	0,882	-1,467	-4,917
Garbage disposal method					
Recycled/Other	-0,236	-0,214	0,466	-1,173	0,096
Thrown in the environment	-0,217	0,048	-0,040	-0,002	-0,037
Buried/burnt	0,109	0,020	0,016	-0,603	-0,543
Taken away by trucks/ garbage bins	1,060	-0,122	0,017	0,473	0,241

Factors	F1	F2	F3	F4	F5
Type of toilet					
No toilet/others	-1,222	1,416	-0,518	2,071	-0,469
Unfitted latrine	-0,502	0,039	-0,008	-0,489	-0,032
Outfitted latrine	0,410	-0,677	-0,005	0,375	0,097
Toilet with flushing toilet	1,924	1,621	0,378	-0,227	0,082
Wall material					
Mats/stubble/other	-0,943	0,706	0,140	3,576	1,080
Soil/simple brick	-0,509	0,113	-0,125	-0,408	0,115
Wood/Pisa/Clay	-0,445	-0,020	0,332	0,482	-0,067
Timber	0,151	-0,869	-0,088	0,140	-1,239
Concrete/Block work/Cut stone	0,964	-0,064	-0,063	0,091	0,087
Flooring material					
Earth/Other soils	-0,828	0,450	0,020	-0,005	0,115
Wood	-0,162	-0,476	-1,220	0,957	-6,226
Cement	0,514	-0,539	-0,044	0,012	-0,045
Tiles	2,089	2,466	0,356	-0,023	-0,105
Owning a telephone					
No	-0,399	0,024	0,195	0,097	-0,219
Yes	0,886	-0,123	-0,427	-0,180	0,450
Owning a television					
No	-0,487	0,030	0,070	0,007	-0,122
Yes	1,107	-0,139	-0,172	0,007	0,256
Owning an air conditioner					
No	-0,002	-0,053	-0,014	0,006	0,004
Yes	2,805	4,002	0,944	0,169	-0,874
Owning a fridge/freezer					
No	-0,238	-0,143	-0,022	-0,012	0,006
Yes	1,680	0,748	0,092	0,128	-0,053
Owning a radio set					
No	-0,662	0,412	-1,299	-0,009	-0,235
Yes	0,414	-0,185	-0,032	-0,098	0,075

Source: Elaborated by the author based on CHCS III with the use of the MCA

► Analysis of statistical results

Descriptive statistics show that on average 25% of households were poor and 55% vulnerable. Nearly 53% of households live in cities compared to 47% in villages. The informal sector occupies more than 80% of the active population. The average value of access to land and owning homes actually runs between 0.437 and 0.4517. The descriptive statistics of MCA show that the first two factorial axes explain the inertia of 12.47% and 5.43% respectively. The symmetric graph of the modalities presents the F1 and F2 factorial axes at 17.91%. Variables that contribute more to the explanation of welfare are derived by the first factorial axis. Variables: possession of a vehicle, lighting source in houses, floor material, possession of an air conditioner, radio, fridge, TV, water supply mode, garbage disposal and type of restroom.

<i>Table 3: Descriptive statistics on the entire sample</i>				
<i>General Sample</i>				
<i>Variable</i>	<i>Year: 2007</i>			
	<i>Average</i>	<i>Standard Deviation</i>	<i>Min</i>	<i>Max</i>
<i>Welfare</i>	0,3137	0,1870	0	1
<i>Poor</i>	0,2434	0,4292	0	1
<i>Vulnerable</i>	0,5457	0,4979	0	1
<i>Area of residence</i>				
<i>Rural</i>	0,4765	0,4994	0	1
<i>Urban</i>	0,5235	0,4995	0	1
<i>Sex of the household head</i>				
<i>Male</i>	0,7383	0,4396	0	1
<i>Female</i>	0,2617	0,4396	0	1
<i>Age group</i>				
<i>Less than 30 years</i>	0,2015	0,4011	0	1
<i>30 to 39 years</i>	0,2825	0,4502	0	1
<i>40 to 49 years</i>	0,2353	0,4242	0	1
<i>50 years and above</i>	0,2807	0,4494	0	1
<i>Marital status</i>				
<i>Single</i>	0,1641	0,3704	0	1
<i>Monogamous marriage</i>	0,5026	0,5000	0	1

<i>Polygamous marriage</i>	0,1035	0,3046	0	1
<i>Widower/Widow</i>	0,1215	0,3267	0	1
<i>Separated/Divorced</i>	0,0498	0,2176	0	1
<i>Free union</i>	0,0584	0,2346	0	1
<i>Educational level</i>				
<i>Uneducated</i>	0,2395	0,4268	0	1
<i>Primary</i>	0,3494	0,4768	0	1
<i>Secondary</i>	0,2656	0,4417	0	1
<i>Higher</i>	0,1454	0,3525	0	1
<i>Socio-professional category of household heads</i>				
<i>Managers</i>	0,0729	0,2600	0	1
<i>Skilled employees</i>	0,1572	0,3641	0	1
<i>Laborers</i>	0,0537	0,2254	0	1
<i>Employers</i>	0,0409	0,1982	0	1
<i>Self-employed</i>	0,6602	0,4737	0	1
<i>Caregiver/Apprentice</i>	0,0149	0,1213	0	1
<i>Sector of activity of the household head</i>				
<i>Formal</i>	0,2004	0,4003	0	1
<i>Informal</i>	0,7996	0,4003	0	1
<i>Household size</i>				
<i>1 person</i>	0,1357	0,3427	0	1
<i>2-3 persons</i>	0,2595	0,4384	0	1
<i>4-5 persons</i>	0,2707	0,4443	0	1
<i>6-7 persons</i>	0,1853	0,3886	0	1
<i>8 persons and above</i>	0,1488	0,3560	0	1
<i>Instruments</i>				
<i>Access to land</i>	0,437	0,1514	0	1
<i>Home owner</i>	0,4517	0,1458	0	1

Source: Elaborated by the author based on CHCS III with the use of STATA

The Determinants of Independent Audit Opinion: Evidence From Turkey

Asst. Prof. Dr. Selim Cengiz
Cankiri Karatekin University, Turkey

Asst. Prof. Dr. Yusuf DİNÇ
Kirikkale University, Turkey

Res. Asst. Ufuk DOĞAN
Kirikkale University, Turkey

Abstract

The main function of the independent audit is to assure that the financial statements prepared by the company reflect the company's performance and financial condition in a reliable and fair manner. However, the accounting scandals that have taken place in companies like Enron, WorldCom, Adelphia and Parmalat have increased the importance of the audit opinion, which ensures the reliability of financial information as the need for reliable financial information increases. The main aim of this study is to investigate whether the audit and company characteristics are influencing the independent audit opinion. For this purpose, the data for the year 2016 of the 130 companies traded in the manufacturing sector in Istanbul Stock Exchange is used. In the study, audit opinion is used as a dependent variable, independent variables are whether the company has audited by four major audit firms, whether the audit firm and opinion changed, size of the company, borrowing structure, age and profitability status. These variables obtained from financial statements, annual reports and corporate internet addresses of the companies. Logistic regression method is used to determine the relationship between dependent and independent variables. According to the findings of the study, there is a statistically significant and positive relationship between the independent audit opinion and company and audit characteristics.

Keywords: Independent Audit, Audit Opinion, Firm Performance.

Humanoid Seminar Assessment in High Technological Studies

Antoni Grau

Technical University of Catalonia, Barcelona, Spain
antoni.grau@upc.edu

Yolanda Bolea

Technical University of Catalonia, Barcelona, Spain

Alberto Sanfeliu

Robotics Industrial Institute, CSIC, Spain
antoni.grau@upc.edu

Abstract

This paper presents a qualitative assessment of the experience of integrating a humanoid robotics seminar in a mobile robotics-related subject at the Master's degree on Automatic Control and Robotics. In this way, social robotics is included as a part of the syllabus of this Master's subject taught using the Problem-Based Learning (PBL) methodology. The assessment of our experience shows high interest in the new robotics approach and students are satisfied.

1. Introduction

Isaac Asimov succeeded when forecasting about Robotics even though it will leave him behind. The biochemist and science fiction American writer predicted half a century ago that “Robots will neither be common nor very good in 2014, but they will be in existence”. But humanoid robotics, with anthropomorphic aspect and human functionalities, is giving huge leaps when living and sharing daily task with humans such as elderly attention, therapeutic training, medication supplying to unhealthy people, and kids’ surveillance at home [1] [2]. Nowadays, the robotics is a part of daily life. Most recently, European technological universities are introducing Social and Humanoid Robotics in their curriculum with a good pedagogical result.

In this work, the main objective is to show the successful introduction of social robotics (using humanoids) in a funny and entertained manner into the classrooms. The idea is that students acquire skills related with social robotics in the major subject of Robotics in the second year of the master of Automatic Control and Robotics. At the end of the seminar a questionnaire is passed to students to have a fruitful feedback to improve the subject together an evaluation sheet to know whether they have acquired some important skills in this matter. Specifically, in this work authors present the assessment of a novel robotics seminar integrated in the “Robotics, Kinematics, Dynamics and Control” subject taught in the Master’s degree in Automatic Control and Robotics at BarcelonaTech. This subject has a load of 45 hours, which 16 have been reserved for the Robotics Seminar.

2. Assessment of the Seminar and Discussion

The teaching results obtained by introducing this seminar as a part of “Robotics, Kinematics, Dynamics and Control” subject been promising [3] [4] [5]. To assess this seminar, an experimental evaluation protocol is followed. This protocol is based on the evaluation of the objectives and competences that were proposed in this robotics subject by two indicators: first, the achieved level of knowledge of students for generic and specific competences and, second, using a questionnaire targeted to students’ opinion about the seminar. This first indicator has been obtained in two different academic years, that is, one year without integrating the social robotics seminar in the “Robotics, Kinematics, Dynamics and Control” subject, and the next academic year with this seminar.

Using this evaluation methodology, the goal is to assess the performance of the subject in the following aspects: 1) students achieve the required generic competences and above all the specific competence of teamwork; 2) training is tested mainly according three important features (building awareness, knowledge and skills). Fig.1 shows the normalized score for each competence of the subject (mechanics and electronics, programming, control and sensors and teamwork). For each competence, first column corresponds to the score of the subject without this seminar, and the second column to the score with the social seminar.

Analyzing these results, all the students have finished the workshop with successfully grades showing high interest in the new robotics approach (with social seminar). In the case of the generic competence, it is clear that students raise 60 points more of performance. Besides, at the end of the term a questionnaire is given to the students to know their opinion about the seminar, see Table 1. It is concluded that they found the experience very fruitful and they are highly motivated to continue with this degree. The score for these questions range from 1 to 5 (1-completely disagree, 5-completely agree). All the enrolled students answered the questionnaire. Fig.2 shows the questions passed to the students.

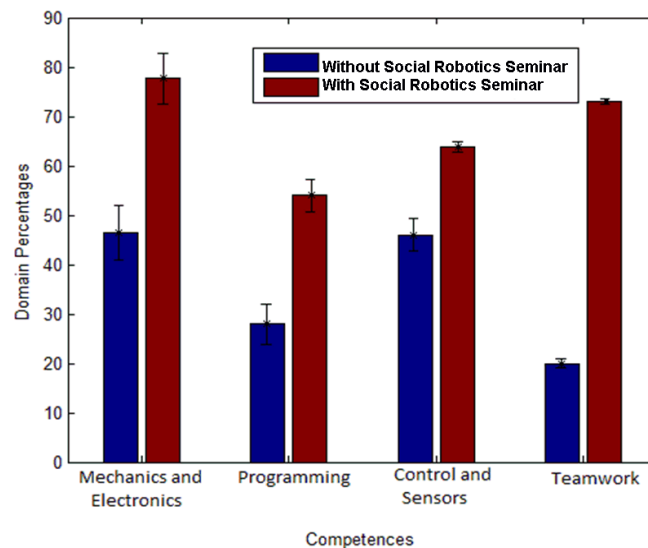


Fig.1 Comparison between students' scores in "Robotics, Kinematics, Dynamics and Control" subject with and without social robotics seminar.

From the results, it can be observed that students found that this pedagogical procedure requires a higher effort than the traditional procedure. The students' motivation about the developed activities is also higher, stimulating their interest for the university degrees. Moreover, students have achieved a greater number of skills, competences and also talent that are evaluated in the professional world respect to other academic years where the seminar was not taught. A second edition of the seminar is ongoing by the authors because the experience has been also very enriching for all the instructors that participated in this new pedagogical methodology. The weak point of the seminar is the reduced number of laboratory sessions in order to acquire a good level in social robotics.

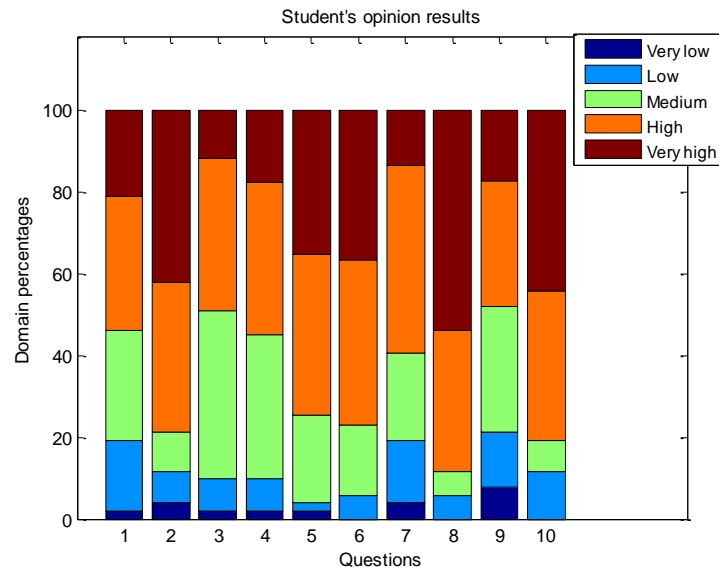


Fig. 2 Students' opinion results.

3. Conclusion

In this article, the novel seminar of "Social Robotics" for Master's students has been evaluated. From the assessment of the seminar, the training methodology ensured their active participation and this encourages the authors to repeat the experience. This seminar has been carried out successfully as a part of the "Robotics, Kinematics, Dynamics and Control" subject taught in the Master's degree in Automatic Control and Robotics. This methodology can be exported to other robotic subjects independently of the hardware that will be used in the laboratory.

Table 1. Questions passed to students to know their opinion

1. Do you consider that social robotics practices provided you additional knowledge to the industrial robotics practices?
2. Do you consider that the social robotics practices provided you additional knowledge to the industrial robotics theory?
3. Do you think that industrial robotics and social robotics are related?
4. Have you acquired new competences and abilities with the teamwork methodology?
5. The pedagogical methodology is suitable to obtain skills in social robotics.
6. The developed pedagogical resources (robot handbook, practices...) have been clear and useful.
7. The laboratory facilities (rooms, equipment...) are suitable to do social robotics practices.
8. The subject of these practices on social robotics is interesting for me.
9. Do you think that these skills on social robotics can be useful in your professional career?
10. Do you consider that social robotics should be a compulsory subject for future professionals?

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